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ABSTRACT

At the University of Akron's Community and Technical College, the major student project for "Principles of Advertising" is the development of ad campaigns for an assigned product. Two groups of students, playing the role of advertising agencies, compete with each other while the remaining students in the class act as the clients. Among the advantages of the project are that students get a chance to show their ideas, talents, and skills while working as a team; and that the project serves as a semester-long frame of reference for the in-class lectures. Problems, such as an unequal sharing of the workload within the groups or students' reluctance to speak before the class or make quality judgments, can usually be overcome by the instructor. Examples of five student advertising campaigns are attached, including marketing analyses and plans, and sample advertisements. (EJV)

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The Role Play: More than make-believe

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It seems everything these days, especially education, is talked about as a "product." With this in mind, marketing people, when devising a plan of action (a marketing plan), will often include a section called problems and opportunities. If we as educators want our product to be viable, perhaps even "new and improved," such problems and opportunities might include the following.

Problems

a) short attention span of most students,
b) students heavily influenced by electronic media,
c) boredom, possible mistrust, created by frequent listening week after week to middle-aged professors,
d) dread of long reading assignments,
e) disinclination of being in the down position of the traditional top/down relationship of teacher and student throughout the semester.

Opportunities

a) interest in what's new, different or trendy,
b) lots of energy,
c) general feeling of enjoyment of being a college student,
d) a keen desire for the relevance of what's target in the classroom to "real life,"
e) a sizable block of time the semester affords to developing something worthwhile.

All of us go through a painful first semester. It was after mine, which had classes the students refer to as "all book," that I developed a project concept that has met with a fair amount of success over the years. Here is how it works for my Principles of Advertising course. Let us assume the class numbers thirty students. The class is divided into three groups numbering ten. Each group of ten will then work on the same topic which they will agree upon.

Topic A: ten students

Topic B: ten students

Topic C: ten students

Once each group has its topic, it is split into two groups of five, with each group role-playing as an advertising agency. Over a period of six-to-eight weeks, each "agency" will develop an ad campaign in competition with the other agency, with the rest of the class role-playing as the client.

For example, if topic A is Budget Gourmet dinners, it would look like this:

Group I of five (with its agency title),

versus

Group II of five (with its agency title)

Remaining twenty students role-playing the client: Budget Gourmet.

Each hour of the final week of class would have two competing presentations of twenty minutes, with a written evaluation and vote taken at the end. Topics B and C would be handled in an identical manner, so that all students get a chance at a double role-play:

a) as part of an "ad agency,"

b) as the "client."

This campaign project has worked well. The advantages far outweigh the disadvantages. Some of both are shown below.

Advantages

a) students get a chance to show their ideas, talents, and skills in the discipline being taught,

b) the project provides opportunity for responsibility, creativity, and team effort,

c) it is something carried around for six-to-eight weeks, very unlike preparing for a test,

d) the students get out of the "down" mode of the traditional top/down teacher-student relationship,

e) friendships may occur,

f) the project provides almost a semester-long framework of relevance for the lectures in class.

Disadvantages

a) the workload may be unequally shared,

b) there may be personality clashes within the group,

c) some in the group may be reluctant to speak before the class,

d) one of the numbers may fall ill or have difficulty getting to class on the date of the presentation (car trouble),

e) the student may be reluctant to judge something that he or she is in class to learn about.

Not only are the advantages more numerous, but the disadvantages are easily taken care of. The group members, for example, can receive individual grades instead of a group grade. Contingency plans can be designed into the campaign. Those reluctant to talk can show slides, play tapes, or handle the display pieces. Alternative individual assignments can be given to students who prefer not to work in a group setting.

Here are a few examples of what students have done. (Slides and actual examples would be shown to the audience with descriptions of the problems faced.)

There is, of course, no way to show the show business aspects of some of the better presentations where you can hear the proverbial pin drop. Or the climax when, after two super presentations, a "winner" is announced.

The project concept with each student having a double role-play as both producer and client has given my classes--and here's another marketing catch-phrase--their USP: unique selling proposition. It has helped to "package" my product so that it holds its own with the competition.

Another project, used in art classes, and very suitable for smaller-sized classes, is to have everyone work on the same problem with a group critique following each person's submission. This project is used in my retail promotion classes with direct mail, newspaper and radio. (Examples would be shown and played to the audience.)

Either or both apply to a variety of discipline: law, public relations, English, political science, media communications and others.

The project and the role-play work inside out. Students take what's learned inside the classroom and apply it to the outside ("real life") topic at hand. It then is brought back and designed in a way that will make their efforts "fly." Assuming the latter, a nice combination of skills is developed:

a) debate,

b) creativity,

c) audio-visual (slides, TV storyboards, prototypes, print ads, tapes, etc.),

d) leadership and group synergism,

e) fun that comes with "brain-storming,"

f) excitement of a competitive challenge that has lasted six to eight weeks.

With more and more products and choices being made available, those in advertising and marketing try to reach their desired target audience with a package of values that that audience will find attractive. For me as an educator, the role-playing is the package, which in turn makes my product something most students will "buy." It's a product that takes a wide variety of shapes, seems always new (if not improved), gets tested in "battlefield conditions," and provides a form of theatre that is more happy than sad. (A slide of the masks of Comedy and Tragedy would conclude the talk.)

Thank you.

ALPHA

ADVERTISING

INTRODUCTION

The ideas we are presenting today have been designed to introduce a new and exciting way to advertise Pictionary. The programs we will introduce are built in a solid marketing foundation, and carefully address each problem with a viable solution, mainly "is it the best game around?"

ALPHA ADVERTISING EXECUTIVES

Account Executive	Anne Marie Gerake
Marketing Director	Mary Beth Bauhart
Media Director	Traci Brooke
Creative Director	Kelly Kubiak
Art Director	John Hirnikl

Client: Pictionary Inc.

Problem: Market expansion

Competition Analysis

Win, Lose, or Draw

Cost: $15.95 for complete game

MARKETING ANALYSIS

* Channels of Distribution	-Increase consumers awareness if Pictionary by distributeing it in the popular stores where games are located. Such store would be Toy Stores like Children's Palace; Toys R US; and Discount stores like K-Mart and Gold Circle
*Price	-Price is a critical issue. Price can prevent a sale but relative price parity makes a sale based on price alone highly unlikely. Therefore, penetration pricing is a solution.
*Package	-Size of package is important A smaller package is more practical than the old one because it gives more shelf space and it isn't awkward like the old package.
*Product	-This game was introduced to be a charade game on paper.
Promotion	-To introduce the different versions of this game. Also, to gain awareness of this product to the consumer.

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MARKET OBJECTIVE

Alpha Advertising's market objective with the Pictionary line is to increase the Market Share by 20% and to increase the national market by 15%.

The market share will be increased through the introduction of the advanced version and an improved advertising strategy.

MARKETING STRATEGIES

-Product differentiation

-Lower pricing

-Package redesigned for containment of product-minimal storage space

MEDIA PLAN OBJECTIVES

To use different media's to reach consumer awareness of the product.

Overall high-level of consumer awareness of Pictionary, also to make it known, these is a version for everyone.

Create a high level of consumer awareness of our target markets.

MEDIA PLAN STRATEGIES

*Heavy advertising to make consumer more aware of the product and make campaign known.

*Heavy consumer advertising schedule early in campaign.

*Advertising designs and formats reflecting the prime prospects for the campaign.

*Heavy scheduling of regional network/cable television, magazine and radio.

MEDIA BUDGET

Our advertising campaign require a $3,000,000 budget.

Television	45%
Magazine	30%
Radio	20%
Selling, General, and Administrative	5%

MEDIA PLAN EXECUTION/GUIDELINES

*Initiate product awareness

*Concentrate television on during prime time shows, children shows and channels and also, a little in late night television for example, David Letterman and Saturday Night Live.

*Concentrate radio spending most on morning and evening drive time.

*Concentrate consumer magazines spending in popular family magazine, and young adult magazines.

*Schedule most activity throughout all media early in campaign to maximize reach/frequency.

TELEVISION ADVERTISEMENT

Caveman Scene (30 seconds)

1st scene	Dinasour and cave
2nd scene	3 cave men sitting on floor one at the wall drawing
3rd scene	acheologist finding cave wall
4th scene	really answers to mysteries of universe or ...
5th scene	shot of the games

Voice

1. Background sound - jungle
2. V.O. In times past many ancient drawing were thought to tell stories
3. "Look, professor, look what I found!" - little student
4. "Those are ancient drawing from the dark ages." - professor

   "No professor! its PICTIONARY!" - student
5. Announcer: Clues to the mysteries of the universe or PICTIONARY - DRAW YOUR OWN CONCLUSION.
   Show games in jungle

Television Fireside

1. Back of sofa with fireplace with camera moving toward the couch fire crackling; wine noise; soft music

2. moving closer

3. move up and over couch - doorbell

4. go to door

Voice

1. Fire crackling

2. Girl - "Honey - you'll do better this time, everybody have off nights. Remember, its never the same twice."

3. Girl - doorbell - "They're here"

4. Walk towards door

RADIO ADVERTISEMENT

Audio	Voice	
Soft music	girl	"Honey, about last night - don't worry about it - It's never the same twice - You'll do better this time - everybody has off nights."
Door Bell	guy	"They're here - you're right we'll win tonight
Door Opens	girl	"You're just in time! We have Pictionary all set up.
	V/O	Be sure to try the best game around - PICTIONARY ITS NEVER THE SAME GAME TWICE

ADVERTISING OBJECTIVES

-To increase awareness of Pictionary line of products

-To introduce the new advanced Pictionary line

-To initiate buying action

ADVERTISING STRATEGIES

Theme: "Is it the best game around?
--Draw your own conclusion."

Positioning: The game is never the same game twice

PROGRAMS

We have designed a full-channel advertising/sales promotion programs which will push product from the manufacturer and pull product through to the end users. We have struck a careful balance, with advertising designed to create awareness and desire, and sales promotions designed to move product through the hands of all channel members quickly.

PRIMARY RESEARCH

Alpha Advertising conducted two consumer survey's. Both of which included only our target audience, 18-24 year olds. The surveys were conducted before any of the market strategies could be met.

The first survey was a short answer question sheet. Our Account Executive passed out 125 question sheets at The University of Akron and received 100 back. The people involved were students between the ages of 18 and 24, both male and female. The results are contained in the following pages.

The second survey was a Net Positive score, by 50 of the same students (every other student).

The results of the Net Positive score were quite compatible with our main objectives. The following are the top 5 preferences of the target audience for what they want for a board game:

1. Fun
2. Quick
3. Imaginative
4. Team Involvement
5. Action

With the results from the two surveys Alpha was ready to proceed with our plans of action of making PICTIONARY the number on board game.

SITUATIONAL ANALYSIS

Pictionary Incorporated's major business area is the board game Pictionary; the company has a smaller presence in other board games such as Charades. Pictionary is committed to competitive excellence, and to gaining leadership position among other board games. The company is further committed to fulfilling its corporate responsibility to shareholders, consumers, employees and society as a whole.

Board games have started the current year with a slightly lower than average volume performance and a heavy schedule of new product introductions due for Fall 1988 Pictionary's objectives call for entering at least 3 new categories, one over the summer and others over the next five years and creating important new businesses. Substantial commitments of management time, development expense and acquisition work are supporting this effort.

Milton Bradley is the premier marketer of board games. The mission of Pictionary Inc. is to make a noticeable difference in people's lives by providing games of clearly superior quality, and value, enabling outstanding growth, profitability and shareholder value. While pursuing this goal, Pictionary Inc. will become increasingly dangerous in the market of Milton Bradley.

SURVEY

1) Do you know what PICTIONARY is? If yes please describe.

2) Have you ever played the game PICTIONARY?

3) Did you enjoy playing the game?

4) Do you own the game PICTIONARY?

5) On a scale of 1 to 10 (10 being the highest) what would you rate PICTIONARY?

6) Have you ever heard of Junior PICTIONARY, a version for ages 7-11?

7) What did you dislike about PICTIONARY?

8) Would you be willing to participate in a PICTIONARY Play-off? (A tournament to find the best PICTIONARY player)

9) What is your age?

10) Male or Female?

THANK YOU FOR YOUR PARTICIPATION!!

SURVEY RESULTS

1. Do you know what PICTIONARY is? If yes please explain.

   --97% of people polled knew what PICTIONARY is

   --2% knew what it was but did not explain the game but something other than PICTIONARY

   --1% did not know what PICTIONARY is

2. Have you ever played PICTIONARY?

   --72% had played PICTIONARY

   --15% had played a version of PICTIONARY

   --10% could not remember

   --3% had never played anything like it

3. Did you enjoy playing the game?

   --87% enjoyed playing the game

   --11% wanted more of a challenge

   --2% disliked the game

4. Do you own PICTIONARY?

   --40% owned PICTIONARY

   --57% knew a friend who has the game

   --3% did not own the game or know anyone who did

5. On a scale of 1 to 10 (10 the highest) what would you rate PICTIONARY?

   --90% gave PICTIONARY a 9 or 10

   --7% gave PICTIONARY 7 or 8

   --3% gave PICTIONARY a 3 or below

6. Have you ever heard of JUNIOR PICTIONARY for kids?

   --42% had heard of JUNIOR PICTIONARY

   --58% had never heard of JUNIOR PICTIONARY

7. What did you not like about PICTIONARY?

   **this question had many varying answers see sample answers attached

8. Would you be willing to participate in a PICTIONARY PLAY-OFF?

   --88% would be willing to participate

   --12% would not be willing to participate

9. What is your age?

   --100% 18 to 24 years old

10. Male or female?

   --55% Female

   --45% Male

BOARD GAME SURVEY

CHECK POSITIVE, NEUTRAL, OR NEGATIVE ABOUT THE FOLLOWING BOARD GAME ATTRIBUTES.

ATTRIBUTES	POSITIVE	NEUTRAL	NEGATIVE
QUICK			
LONG LIFE SPAN			
EASY			
HARD			
FUN			
INVOLVE $			
IMAGINATIVE			
TEAM INVOLVEMENT			
SET-UP TIME			
SKILL			
FAMILY ORIENTED			
ACTION			
INTELLIGENCE			
RELAXING			

THANK YOU FOR YOUR PARTICIPATION!

BOARD GAME SURVEY

CHECK POSITIVE, NEUTRAL, OR NEGATIVE ABOUT THE FOLLOWING BOARD GAME ATTRIBUTES.

	ATTRIBUTES	POSITIVE		NEUTRAL	NEGATIVE
#2	QUICK	36	*30	11	03
	LONG TIME SPAN	21	*17	25	04
	EASY	10	*-2	28	12
	HARD	17	*0	16	17
#1	FUN	38	*35	09	03
	INVOLVE $	5	*-21	19	26
#3	IMAGINATIVE	31	*27	15	04
#4	TEAM INVOLVEMENT	30	*25	15	05
	SET-UP TIME	10	*5	36	05
	SKILL	14	*0	20	14
	FAMILY ORIENTED	22	*15	24	07
#5	ACTION	26	*21	14	05
	INTELLIGENCE	23	*20	34	03
	RELAXING	25	*20	21	05

* NET POSITIVE SCORE

Pictionary

1. History

2. Survey and Graph

3. Radio

4. Storyboard

5. Magazine/ Billboard

6. P.O.P. Display

7. Promotional

8. Summary

Sharon Summers- Account Executive

Alicia Allinger- Research Director

Mike Marmaduke- Packaging Executive

Dave Suit - Audio/ Visual Director

Mirko Curcic- Art Director

Brian Skall- Production Manager

PICTIONARY

INVENTED BY ROBERT ANGLE, A WAITER IN SEATTLE, WASHINGTON.

THOUGHT UP GAME BY DRAWING "HINTS" ON CUSTOMERS CHECKS FOR THEM TO TRY TO FIGURE OUT.

HIS TWO UNCLES GOT INTERESTED IN SEEING IF IT WOULD SELL AND LOANED HIM $35,000.00.

HE CONTACTED SHOPPING MALLS, KEY DEPARTMENT STORES, IN AND AROUND THE SEATTLE AREA AND DID DEMONSTRATIONS AND THE INTEREST WAS THERE. HE CONTACTED A SMALL PRINTING COMPANY TO MAKE UP DUMMY CARDS FOR HIS DEMONSTRATIONS.

MR. TOM McGUIRE WHO WORKED FOR "SOUTHTOWN RIDER" A SMALL PUBLISHING COMPANY ON THE WEST COAST WAS ON A BUSINESS TRIP AND AT A MALL WHERE MR. ANGLE WAS DEMONSTRATING THE GAME. AT THAT TIME HE CALLED HIS GAME, "ANGLE GAMES". MR. McGUIRE GAVE MR. ANGLE HINTS ON HOW TO MARKET HIS PRODUCT.

IN THE MEANTIME, MR. McGUIRE FOUND OUT THAT THE COMPANY THAT HE WORKED FOR SOUTHTOWN RIDER, WAS GOING BANKRUPT AND THAT HE AND OTHERS WOULD SOON BE OUT OF EMPLOYMENT. HE SEEN THE POTENTIAL FOR THE ANGLE GAMESS AND FORMED A COMPANY CALLED "GAMES GANG, INC." AND AGAIN CONTACTED MR. ANGLE.

THE INVENTOR LICENSED THE GAME AS A JOINT VENTURE WITH WESTERN PUBLISHING AND CORNACCHIO PRESS, WHO PUBLISHED THE GAME.

WESTERN PUBLISHING DOES ALL THE INVOICING AND BILLING. GAMES GANG ONLY MARKETS THE PRODUCT.

LAST YEAR 3,000,000 ORDERS WERE INITIALLY PLACED FOR PICTIONARY, FORMERLY ANGLE GAMES, WHICH INCREASED TO 4,500,000 WHICH CREATED A BACKLOG. THIS YEAR ORDERS HAVE DOUBLED.

MR. ANGLE HAS INVENTED A NEW GAME "BALDERDASH" A HILLARIOUS BLUFFING GAME, WHICH IS THE #1 SELLING GAME IN CANADA AND HAS BEEN FOR THE LAST TWO YEARS. IT IS JUST GETTING OFF THE GROUND IN THE UNITED STATES.

THIS IS TYPICALLY A CASE OF BEING IN THE RIGHT PLACE AT THE RIGHT TIME. FOR THE INVENTOR AND THE INVESTORS.

RESEARCH

Pictionary is a revolutionary engineering masterpiece that allows the human being from young adult to ancient adult travel into a comical dimension. A dimension not only of sight and sound, but of mind. A journey into a humorous land whose boundaries are that of imagination. That is what makes our marketing objectives and goals so simple. Since there is virtually no competition, we will undisputedly guide ourselves to the top. Just as a dinner bell on a country home pierces through the fields drawing the family into bee line for the home-cooked meal, television and radio advertising during prime time, is our dinner bell that will draw America into a bee line to the home-cooked meal, the Pictionary display that boasts it premium entertainment devices to shoppers in stores covering the earth for only $29.95.

A consideration we must take, if we can define it as a consideration, is competition such as Win, Lose, or Draw. Worrying about competition to Pictionary would be like worrying about the possibility of green communist devils coming forth from the woodwork in an attempt to capture Santa Claus. The reason is elementary. There is absolutely no comparison to an original. For buying a substitute to Pictionary can be compared to purchasing a pleather jacket instead of a genuine leather jacket, or owning a black and white, yes, a generic Rolls Royce.

SURVEY

The surveyd used for the campaign was a "Public opinion Poll", consisted of eleven questions, eight of which were open answer, three were closed answer. Most of the questions were very basic with only a yes or no answer- For example. Have you ever played the game or "Have you ever heard of the game"- This gave us a basic idea of the public knowledge of the game, as far as the publics acceptance of the game the numbers were very high over 50% of the people surveyed gave the game an eight or higher on the scale of one to ten. The age of the players varied from twelve and up. Which shows the game is great family entertainment.

Public Opinion Poll- PICTIONARY

1. Have you ever played pictionary? _____
2. Have you heard of pictionary? _____
3. If you haven't played, would you? _____
4. If you have played, did you like it? _____
5. Do you own the game? _____
6. How often do you play pictionary? _____
7. With what age group do you play the game? _____
8. On a scale of 1 to 10 what would you rate the the game pictionary? 1 2 3 4 5 6 7 8 9 10. (circle)
9. How did you hear of the game? _____
10. Male or Female? (circle)
11. Single or Married? (circle)

Thanks for your cooperation!

RADIO

THE RADIO STRATEGY IS TO GENERATE ENTHUSIASM, DIRECTED AT THE TARGET AUDIENCE, WITH ADS THAT WILL ATTRACT INDIVIDUAL ATTENTION. THERE ARE ADS FOR DIFFERENT CULTURES.

THE ADS WILL PLAY DURING THE "TOP 40 COUNTDOWN" AND DURING OTHER SELECTED SHOWS AND STATIONS THAT WILL GRAB THE ATTENTION OF THE PARTICULAR AUDIENCE THAT THE STATION OR SHOW CATERS TO. THESE SHOWS AND STATIONS WERE CHOSEN SO THEY WILL COVER THE TARGET AUDIENCE IN THE AGE GROUP OF 15-35 YEARS OLD. WE HAVE INCLUDED THREE TYPES OF ADS FOR THIS AGE GROUP. WE HAVE A "RAP" AD, A "HEAVY METAL" AD AND A GENERAL AD FOR EVERYONE.

THE ADS ARE GEARED TO CREATE AN AUDIO "TRADEMARK" FOR THE LISTNERS WHICH WILL BE A THEME SONG FOR PICTIONARY. WE HOPE TO CREATE RECOGNITION OF THE SONG WHICH WILL MAKE PICTIONARY A MORE COMMON NAME AROUND THE HOME, AND WILL GIVE PEOPLE A POSITIVE ATTITUDE ABOUT THE GAME.

SPECIAL EFFECTS WERE ADDED TO THE ADS TO GRAB THE LISTENERS ATTENTION AT THE BEGINNING. BY GETTING THEIR ATTENTION, HOPEFULLY THEY WILL HEAR THE ENTIRE AD WHICH WILL ENTICE THEM TO PURCHASE THE GAME. ALSO WE HOPE TO PROJECT A "SPECIAL EFFECT" THAT WILL LINGER WITH THE LISTENER AND CAUSE THEM TO THINK ABOUT "PICTIONARY" AT A LATER TIME, IE: WHILE SHOPPING.

RADIO ADS ARE A GOOD MEDIA FOR PROMOTING A PRODUCT. YOU HAVE ACCESS TO TIME LISTENERS ARE GENERALLY ON A ONE ON ONE BASIS. FOR EXAMPLE, MOST PEOPLE HAVE THEIR CAR RADIO ON WHEN THEY LEAVE FOR WORK IN THE MORNING AND WHEN THEY RETURN AFTER WORK HOURS. THEY ARE GENERALLY DOING ONLY ONE THING- DRIVING.

PHONE RINGING:

#1 "HELLO"

#2 "HI JIM, WHAT ARE WE DOING TONIGHT?"

#1 "I DON'T KNOW, THERE IS NOTHING TO DO. WHY DON'T YOU CALL KIM"

PHONE RINGING:

#3 "HELLO"

#2 "HI KIM. THIS IS TIM. I WAS TALKING TO JIM AND WE COULDN'T THINK OF ANYTHING TO DO. DO YOU HAVE ANY IDEAS?"

#3 " I DON'T KNOW, WHY DON'T YOU CALL DEVIN?"

PHONE RINGING:

#4 (PICTIONARY THEME IN BACKGROUND) "HELLO"

#2 "HI DEVIN, THIS IS TIM. I WAS TALKING TO KIM AND JIM AND WE ALL WANTED TO GET TOGETHER AND DO SOMETHING BUT NOBODY HAS ANY SUGGESTIONS. DO YOU HAVE ANY IDEAS?"

#4 "OF COURSE, WE CAN PLAY THE MOST EXCITING NEW GAME THAT IS BEING PLAYED EVERYWHERE, BY EVERYONE.....PICTIONARY!!!"

#2 "GREAT IDEA, WE'LL ALL BE RIGHT OVER!!!"

ANNOUNCER

EVERYONE IS PLAYING PICTIONARY EVERYWHERE!!! AT PARTIES, AT THE BEACH, AT PICNICS, EVEN AT HOME!!! IT'S THE GREAT, NEW, EXCITING GAME WHERE YOU TRY AND GUESS WHAT IS BEING DRAWN WITHOUT TALKING. WHY NOT JOIN THE GANG. PICK UP A PENCIL AND PLAY "PICTIONARY".

Television Advertising

Television advertising plays a huge role in our Pictionary campaign. Without television advertising, Pictionary would be just another boardgame. Pictionary is not just another boardgame! Pictionary is a new boardgame that plays like charades on paper, is a game of quick draw, is enjoyed by young adults and up, and can be played anywhere. This cannot be shown in a magazine, or on the radio, but only on television. Through television advertising, Pictionary can be shown as a new means of entertainment that can be enjoyed anywhere; be it at the beach, in an igloo, at the ballpark, and even in your own home. Why bore yourself and just play charades? Pick up a pencil and play Pictionary.

Television is a great invention, with many uses. It can be used as a way to escape reality, as a front row seat for an armchair quarterback, as part of a history book, and as an advertising option for Pictionary. With television being an advertising option, it is a necessity to include it in our Pictionary campaign. With a target audience of young adults and up, Pictionary has many time slots to choose from. We chose to air our television commercials during nationally televised sporting events, and during many of the leading prime time television shows. We were fortunate enough to purchase time during the Summer Olympics and the Cosby Show. Pictionary should be known as a household word.

Pictionary is a new boardgame being played time after time, unlike the average boardgame that gets thrown into the closet with all of the other boardgames to collect dust a few days after it is bought? On television, we can show the smiles on our pencil characters faces as they play Pictionary and the excitement built up in them as they identify through sketched clues as many words as necessary to advance to the finish square, and correctly identify the final word.

The options of television advertising are limitless. A picture might be worth a thousand words, but a 30-second Pictionary television commercial is worth thousands of dollars.

15 SECOND TV COMMERCIAL

VIDEO	AUDIO
PENCIL CHARACTER ASKING A QUESTION	WHAT PLAYS LIKE CHARADES ON PAPER, IS A GAME OF QUICK DRAW, AND IS ENJOYED BY YOUNG ADULTS AND UP?
LAYOUT OF BOARDGAME PICTIONARY	PICTIONARY!
PICTIONARY BEING PLAYED IN A HOME	THE NEW GAME THAT CAN BE PLAYED ANYWHERE.
PENCIL CHARACTER ASKING A QUESTION	WHY BORE YOURSELF AND JUST PLAY CHARADES?
CLOSE-UP OF SLOGAN ON DRAWING TABLET	PICK UP A PENCIL AND PLAY PICTIONARY!

* NOTE: PENCIL CHARACTER IS SPEAKER THROUGHOUT COMMERCIAL.

Video	Audio
Pencil character asking a question.	What are these people doing?
Pictionary being played in a home.	Are they a.) practicing for cheerleading tryouts, b.) going over halftime strategy, c.) preparing for a prison riot, or d) playing Pictionary?
Pencil character answering the question.	The answer is d.) They are playing Pictionary.
Screen aplit into four equal parts with scenes of pencil characters playing Pictionary in an igloo, on vacation, at the ballpark, and in a home.	Pictionary is the new game that can be played anywhere; in an igloo, on vacation, ath the ball park and even in your home.
Pencil character asking a question.	What plays like charades on paper, is a game of quick draw, and is enjoyed by young adults and up?
Layout of boardgame Pictionary.	
Pencil character explaining the rules.	Pictionary!
Pencil character asking a question.	To play Pictionary, all you have to do is identify through sketched clues as many words as necessary to advance to the finish square, and correctly identify the final word.
Pictionary being played in a home.	
Pencil character making a statement.	What's worth a thousand words?
Two pencil characters with arms around each other and another pencil character left out.	Pictionary, the new game worth a thousand words and a thousand laughs.
Three pencil characters playing Pictionary together.	It has been said that two's company and three's a crowd.
Pencil character asking a question.	Not with Pictionary.
Close-up of slogan on drawing tablet.	Pick up a pencil and play Pictionary.

STORYBOARD

The storyboard presents our animated pencil character involved in the game of Pictionary. It shows that Pictionary can be played many different places such as: on the beach, in an igloo, at a concert or even at the ball park.

The concept is to show the audience some of the places the game can be played and leave an impression or an idea in the viewers mind.

We also show the game parts and the simplicity of actually playing the game using the key pieces of the game to describe the simple instructions.

The animated characters show you don't have to be a great artist to play the game since they are actually just a simple stick form, not detailed to the extent an artist would use. Actually a good imagination together with the simple pencil and pad of paper and you are already playing Pictionary.

BILLBOARD AND MAGAZINE AD

Our groups concept on Pictionary is people can play the game anywhere. We designed an animated pencil character that we call Pixie. Pixie an his friends are featured on these billboard ads in two different scenes. One scene is on a beach and the other is Eskimo pencils playing Pictionary in the artic.

Our group thought we should change the Pictionary box-top to give it a more exciting look. Using brighter colors like orange and yellow, will make it much more eye catching.

We also designed a matchbook cover to put inside cigarette machines at stores, and also at restaurants. People at restaurants will usually pick-up and look at matchbook covers or anything else lying while waiting for service.

MEDIA PLAN

The media plan used for our campaign shall be diversed from other campaigns in that we consider the game to hit all societies. We have advertised in different diverse audiences magazines for example, high society would read these advertisements in Playboy and Forbes Magazines. Then to blanket other societies we will advertise in Rolling Stone,Popular Science, Reader Digest and People magazines.

The radio concept shall be delt with the target audience of teenagers and people in their mid-20's. Because of the fact that those are the people that spend the most time listening and interpreting radio ads, we will advertise on radio networks, the national Top-40 countdown, and other similar national shows.

Television shall use a different concept, in that we are trying to get the attention of every member of that family seeing the ad and understanding it at that time. It is not only important to be looking at that "idiot box" and see the brightly colored box, the fine lines, and Pixie our pencil. We need them to see the game for what it is. (Just like milk, wholesome for the whole family.)

PROMOTION

Dealing with the promotional aspects of this project we felt it very important to alert the community of how fun Pictionary real is to play. A major concern of this project was to create something different. Something unique in its own way and what Pictionary is.

When looking at the promotion of the competition we found it was not going to be hard to beat. Competition such as Win Lose of Draw provides very little promotion; therefore, this would be a strong point in overcoming our competitors. The big pencil and pad of paper will catch the attention of both young and old as they enter the store and then make them inquire about the game's objective. After all isn't that the key aspect- the consumer?

Sales promotion arouses the buyers impulse. The store may depend on promotion to build traffic and offer the extra incentive to the consumer to try our services over the competition. Institutional ads can also be very important when promoting a new game because first impressions are lasting ones.

Various types of sales promotions The Games Gang Agency chose to work with:

Matchbook Covers
Billboards
Radio Ads
Magazine Ads/ Insert
P.O.P. display
Storyboard
Business Cards

LINE EXTENTIONS

To accomidate the people who have already purchased Pictionary, and to make the game more interesting for perspective customers, we are adding additional pucture cards which they may purcahse.

These cards will be geared toward specific groups. The sets of cards are about music, movies, and other various topics.

Another facet of the expansion is marketing our pencil character "Pixie". We will be offering Pixie T-shirts, stuffed Pixie dolls, and giant blow-up dolls. Another possible future consideration is a Pixie cartoon to be aired Saturday mornings.

(B)

JOLT

BRIGHT IDEA AGENCY

Brian Moore-Account Executive
Sandra Gruich- Art Director
Becky Bowers- Production Manager
Cathy Taylor- Copy Director
Diane Beohmerle-Media Director
Dave Landau- Creative Director

U.S.P.

Only natural sugar used in Jolt, Jolt quenches your thirst without heavy corn syrup. A boost for the long day that's ready when you need it.

MARKET SEGMENTATION

*16 to 25 year olds

*College students

*Income below $15,000

*Non-professionals

*Blue collar and service workers

*People on the go, for those who need a 26 hour day

MARKETING OBJECTIVES

To acieve an awareness and a following of consumers who are looking for a pick-me-up that has no saccharin or nutrasweet, a pure sugar cola to boost their energy with extra caffeine.

MARKETING MIX

*A serious cola that makes your mouth wake up and come alive.

*Price should be at or below the competitors, Penetration pricing will be used to anpeal to the money concious student.

*Our package will have a bri-ht, catchy, youthful appearance.

*Radio will be WMMS and WKDD broadcasting ads in the morning drive times and late at nite.

*Billboard space on exchange will be rented and transit advertising will be used via Metro Buses.

*We plan to distribute Jolt to bars on the Exchange strip with attractive Jolt neon signs to be used in the establishments.

MARKETING STRATEGY

*Flood campus areas with advertisments and introduce Jolt at a lower price to urge it's trial by students on campus.

*Take advantage of the 4th of July atmosphere and electricity to help promote a powerful alternative to bland flat sodas.

MEDIA PLAN

*Run ads in the Buchtelite during the Spring Semester.

Transit advertising will be utilized on the Metro buses, using Interior cards and exterior posters June 25th through July 5th.

*Outdoor advertising along Exchange will be targeted.

*Radio stations WMMS and WKDD will be used in the morning drive times and late at night.

*50¢ coupons available on 2-litre bottles in our magazine ads that will expire on 7/6/88

*Buy commercial time on channel 19, late night.

TASTE TEST RESULTS

*52% enjoyed the no syrup feeling of drinking Jolt

*28% felt good about drinking a natural sugar beverage

*30% welcomed an alternative for coffee

Jolt Radio Ad

Classical music playing in the background.

Guy 1: Come on John the fireworks are about to start!

Guy 2: I'm too tired, I've been at picnics all day and I'm out of energy.

Guy 1: Splash some cold water on your face and let's go.

Guy 2: No, go on without me.

Girl 1: Here John, have a Jolt. You'll wake up.

Hear a pop can open then loud up beat music.

Announcer: This fourth of July, for a blast that lasts, Jolt.

SANDRA B. GRUICH
2814 RIVIERA DRIVE
APT. #A
AKRON, OHIO 44313

MARCH 2, 1988

DEAR SIRS

I AM A STUDENT OF THE UNIVERSITY OF AKRON. MY MAJOR IS BUSINESS MANAGEMENT AND I AM CURRENTLY ENROLLED IN AN ADVERTISING CLASS AT THE UNIVERSITY. MY PROFESSOR HAS GIVEN US A CAMPAIGN ASSIGNMENT TO FINISH FOR THE END OF THE SEMESTER. OUR TOPIC IS JOLT.

I WOULD LIKE AS MUCH INFORMATION ABOUT YOUR COLA AS POSSIBLE SO THAT I CAN INCLUDE IT IN MY CAMPAIGN. ANY INFORMATION YOU CAN GIVE ME WOULD BE APPRECIATED AND WOULD BE PUT TO EXCELLENT USE. I KNOW THE CLASS WOULD ALSO ENJOY ANY EXTRA INFORMATION YOU CAN GIVE ME.

SINCERELY

SANDRA B. GRUICH

BECKY BOWERS
2232 ROUND ROCK DR.
AKRON, OHIO 44313

MARCH 2, 1988

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SINCERELY

BECKY BOWERS

The University of Akron

Division of Business Technology (216) 375-7376
Community and Technical College
Akron, OH 44325

Dear Sirs,

I am a University of Akron student who is majoring in Commercial Advertising. I need to acquire as much information as possible on your product to complete an advertising project. The outcome of our campaign will be judged and viewed by students on the campus. Any material and/or information that you can provide me with, pertaining to Jolt, would be most helpful.

Thank You,

Brian E. Moore
825 E. Buchtel # 12
Akron, Ohio 44305

The University of Akron is an Equal Education and Employment Institution

CREATIVE CONCEPT

Advertising at its Finest

M. Kostarski
B. Kelly
M. Luisi

T. Casey
D. Hilbert
S. Dunkel

CREATIVE CONCEPT
Advertising at its Finest

T. Casey
D. Hilbert
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B'

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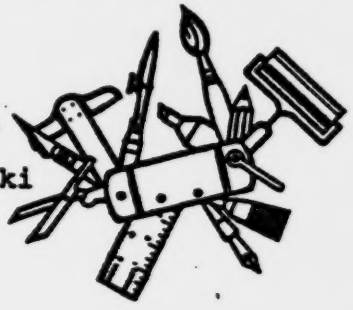

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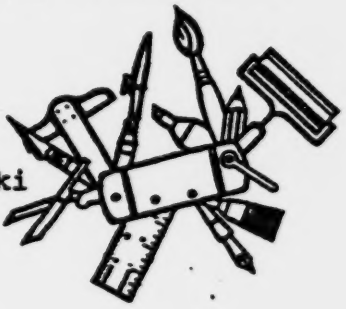

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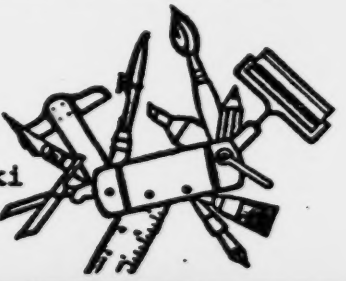

CREATIVE CONCEPTS
Jolt Cola Campaign
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UNIQUE SELLING PROPOSITION

Jolt Cola boasts of having twice the caffeine and all of the sugar. The sugar mentioned is 100% pure cane sugar rather than the corn syrup seeteners used by other leading colas in the cola market.

MARKETING MIX

PRODUCT

Jolt Cola offers the taste of the original, hearty, rich cola. Jolt Cola's unique position in the cola market is that it contains twice the caffeine and uses pure cane sugar. The other leading colas in the market have substituted corn syrup for cane sugar and weakened the taste of the traditional cola. Jolt's image is to put the fun back into cola drinking and to allow the consumer to "experience the feeling" of a new drinking sensation.

Packaging:

When designing the Jolt label bright colors were chosen to highlight Jolt's image. The Jolt label has the Jolt emblazoned on it with the appearance as if the logo is exploding. This is to represent the impact or the "feeling" the Jolt drinker will experience when he or she tastes the extra "punch" of caffeine. Jolt Cola is offereed in 2 liters and 6 pack cans. One liters will be introduced as well as "Little Jolts," an extension of the product line. "Little Jolts" are 6 ounce non-returnable bolltes that can be purchased seperately or in 6 packs. Research proved that Jolt appeals to the youth market. The image of Jolt as a drink popular at parties was considered when developing the packaging for the product. All of Jolt's containers should be easy to handle and dispose of, as in the plastic 2 liter and 1 liter bottles. The "Little Jolts" and the cans are also easy to transport and dispose of. Another extension of Jolt's product line is to introduce Cherry Jolt. Research pertaining to Jolt revealed the desire of a fruit flavored Jolt. Cherry Jolt still boasts of double caffeine and also contains pure cane sugar along with a great cherry taste.

PRICE

Jolt Cola is strategically priced lower than the three leading colas in the market, namely Pepsi, Coke, and RC Cola. In other words, a penetration price will be used. This penetration pricing strategy keeps in mind Jolt's target market. Since Jolt's major consumers consists of younger people most likely without steady or vast income, a price lower than the leaders in the market would make Jolt a more affordable purchase.

PLACE

Jolt is most popular in New York where the product was first introduced. Since then Jolt's popularity has grown in metro areas throughout the United States such as Boston, Chicago, Pittsburgh, Denver, Miami, San Francisco, just to name a few. Jolt's channel of distribution is different from that of the other leading colas in the market. Jolt is distributed to wholesale warehouses in many areas. The retailer wishing to sell Jolt Cola must go to the warehouse and purchase the product there in order to sell it on the shelves. Once the company has acheived a higher status in the cola market, it would be in the company's best interest to improve its distribution pattern.

PROMOTION

The promotional ads for this campaign will run during the time period from June 1, 1988 to September 15, 1988. This time period includes the whole summer season as well as some summer holiday weekends. For this reason the Jolt Summer Survival Kit will be introduced. This kit will be offered throughout the whole campaign time period. The Summer Survival Kit will include the following:

* 1 styrofoam Jolt 6-pack cooler
* 1 beach towel bearing the Jolt logo
* 2 plastic Jolt cups
* 1 Jolt frisbee
* 1 t-shirt also bearing the Jolt logo

This Summer Survival Kit will be sold for $5.95 plus two proofs of purchase from any Jolt product. This summer offer follows the idea of the advertisements which will be run throughout the time period. Both the television and the magazine ads will contain scenes including Jolt drinkers frolicking on the beach.

Displays will be set up in participating retail stores advertising the Summer Survival Kit. Purchase orders for the kit will be included in the displays. Color inserts will be made also explaining the summer offer and will be included in Sunday papers in the coupon section. The insert will include the perferated order form that is needed to purchase the kit.

Color inserts will also be drawn up introducing the two new extensions in the Jolt product line. An insert advertising new Cherry Jolt as well as one introducing 6-pack "Little Jolts" will also be included in Sunday papers in the coupon insert section.

MARKETING PLAN

I. Situation Analysis

A. Jolt Cola has a very small market share because the cola market is so saturated with Pepsi and Coke products.

B. Geographic Factors
1. Jolt is sold in select stores in many states throughout the United States.
2. Jolt is more popular in the bigger metro areas, especially in the eastern part of the United States.
3. Jolt is most popular in New York where it first originated.

C. Consumer Market
1. Jolt's major market ranges from thirteen to twenty-five year olds.
2. Jolt is not as popular with the older groups because these consumers dislike the sugar and caffeine aspects.

D. Product Line
1. Jolt Cola is known as the cola with twice the caffeine and uses pure cane sugar.
2. A new extension of the product line would be to add Cherry Jolt which would combine the same amount of caffeine and sugar with a great cherry taste.
3. Another extension of the product line is to introduce "Little Jolts" which will be packaged in six ounce non-returnable bottles.

E. Statement of Major Competitors
1. Both Coke and Pepsi dominate the cola market.
2. Both Coke and Pepsi have extensive advertising budgets and promotional activities.

F. Seasonal Aspects
1. The Jolt campaign hopes to appeal to the youth crowd who gather at the beach.
2. The Jolt campaign plans to use the summer season as the main idea for the promotional campaign.

G. Price Factor
1. Jolt is strategically priced lower than both Coke and Pepsi.

H. Demographic and Psychographic Factors
1. Jolt appeals to the younger crowd mainly form junior high to college age people.
2. Jolt is more popular with males.
3. Females dislike the sugar and caffeine contents in Jolt.
4. Jolt appeals to the young crowd who are looking for something new or different in the cola market.

J. Perception of Product
   1. Because of the caffeine content the youth market views Jolt as a "pick me up drink."
   2. Students drink Jolt rather than coffee when staying up late to study.
   3. College students like the taste of Jolt and the caffeine effect. The new drink on the college campuses is called the "Jumper Cable" which is made with Jolt Cola and rum.

II. Problems and Opportunities

A. Problems
   1. People who are nutrition conscious dislike the sugar and caffeine content.
   2. Many people, especially the older consumers, are trying to limit their caffeine intake.
   3. Jolt Cola does not appeal to a very large segment of the consumer market, the older adult market.
   4. Jolt really cannot expect to compete with Pepsi and Coke because they are so established in the cola market.
   5. Jolt Cola is part of a small company and its distribution needs to be improved.

B. Opportunities
   1. Jolt has the appeal of something new and exciting with old cola values and taste.
      a. Jolt allows people to escape the "blahs" of the cola industry.
   2. Jolt's major goal should be just to gain a tiny "niche" in the cola market.
      a. Pepsi and Coke are too established and popular to compete as a major competitor.
   3. The Jolt campaign should stress the positive factors regarding the sugar and caffeine contents.
      a. The caffeine content, even though double than what other colas offer, is still below FDA regulations.
      b. The caffeine content is also below that of other beverages such as coffee and tea.
      c. Jolt has the same amount of calories as the other leading colas in the market.
      d. The pure cane sugar found in Jolt is better for the body than the syrupy sweeteners used by other colas.
   4. Jolt can expand its product line.

III. Marketing Objectives

A. Increase Jolt awareness.

B. Gain a small "niche" in the soft-drink market.

C. Put the fun back into drinking cola.

D. Placate people on the caffeine and sugar contents.

E. Expand Jolt's product line.

IV. Marketing Strategies

A. Promotional Activities
   1. Jolt Summer Survival Kit
   2. Coupon inserts in Sunday papers
   3. Advertising through diverse media

B. Make Jolt more affordable by using a penetration price

C. Through advertising stress Jolt Cola as the center of a party or fun atmosphere. The Summer survival kit will also support this image.

D. Inform Jolt consumers about the positive aspects of caffeine and also the comparable calorie content. This can be done through advertising.
   1. Also inform Jolt consumers about the positve aspect of using pure cane sugar as opposed to artificial sweeteners.

E. Extend Jolt's product line by introducing 6 ounce "Little Jolts" and new Cherry Jolt.

V. Advertising Objectives

A. Have to raise Jolt's awareness in order to acheive a wider more diverse consumer market.

B. Promote the image of a fun, party, atmosphere as a result of Jolt Cola

C. Make consumers aware that the caffeine content is still below other beverages such as coffee and tea.

VI. Advertising Strategies

A. In order to increase Jolt awareness a diverse media plan should be developed.
   1. Radio, television, outdoor, coupon inserts, magazine, and POP displays will be used.

B. To promote the image of a fun, party atmosphere the advertising campaign should be light, fun and catchy.

C. Nutritional information should be emphasized in the body copy of various advertisements.

VII. Advertising Plans

A. The promotional ads will run June 1, 1988 throuth September 15, 1988.

B. Television
   1. thiry second spots on local stations and cable

C. Magazine Advertisements
   1. full page
   2. color
   3. use magazines that appeal to youth market

D. Outdoor
   1. If possible the outdoor could be displayed around the Akron University campus on the expressway going into the downtown area.

E. Radio
   1. Advertisements will be played on FM stations such as Cleveland's WMMS and Akron's WKDD.
   2. Ads will be played during prime time
   3. Ads will also be run on AM stations during local sporting events with special emphasis on college sports.

VIII. Sales Promotion

A. Summer Survival Kit advertised through diverse media and POP displays at participating stores.

B. Coupon inserts introducing new extensions in the product line and the summer promotional effort.

C. Store displays to increase awareness.

CREATIVE STRATEGY

PROFILE OF THE TARGET CONSUMER:

Youth Market: Age group (13 - 25) Males & Females

DEMOGRAPHIC:

* Income is spendable because they are usually single and free of expensive family responsibilities.

* Location will be focus on Metro Areas.

PSYCHOGRAPHIC:

* Personality of Consumer:

Inner-Directed Consumers:

Values and Life-Styles

Fiercely individualistic
Dramatic,impulsive
Experimental
Volatile

Buying Patterns

Display one's taste
Experimental fads
Source of far-out fads
Clique buying

Source:By permission of the Values and Life(VALS)Program,SRI International, Menlo Park,Calf. Copyright 1985.

CREATIVE STRATEGY

Biggest Problems:

a). JOLT is not well-known.

b). JOLT does not have a enough shelf space in the stores.

c). JOLT is not distributed well.

Single Benefit:
(which can be itemized from the product to communicate to the people).

JOLT answers the cry for the cola with the Original cola taste.
(no artificial sweeteners or syrups).

Personality:

Enjoy Life! It puts the fun and excitement back into soda.

MEDIA MIX

TELEVISION: (Local & Cable)

* Demographic selective through early-fringe; situation comedy programs of interest to young adults 13-25.
* Geographically selective through local buys in the top metro areas as determined by our marketing research.

RADIO: (Local)

* Leads all other media in both daily and weekly reach.
* Offers the combination of excellent reach and excellent frequency.
* Wide variety of specialized radio formats enables us to select just the market we need.
* Best reach of our target market.

MAGAZINES:

* Excellent reach with metro and national coverage.
* Ideal selective of the target market.
* Long issue life
* Increased reach through pass-on readership.

TELEVISION:

30" spots will only be ran during the four top selling months of June, July, August and September. Time will buy according to Gross Ratings per week based on reaching young adults 13-25.

Ratings of early-fringe; situation comedies on Local TV

Number of Markets	Gross Rating per Week	Number of Weeks	Total Cost
25	175	10	4,672,500

(Information provide by Ad Weeks Cost Guide).

RADIO (Spot)

Spot Radio was selected as our medium to complement our television ads and to add continuity to our key selling period. With a strong musical creative theme, like the one used for the campaign, radio can be used as a reach extender and frequency builder. The 60 second spots will incorporate the same music and copy as the television spots to create an immediate recall of the television spot but have enough creative material to stand out on its own. The time spots will be focus on both AM and FM stations.

1. FM WKDD
2. AM WNOE

Media Selection

1. Magazines
2. Television (Local)
3. Outdoor
4. Radio (FM & AM Sports & News Events)

We have chosen magazines as the media we will concentrate mainly on throughout our ad campaign. The magazines we have chose are Time, and Newsweek, Sports Illustrated, People, Rolling Stone , and Seventeen. These magazines have been shown in the Simmons Research Data Service as being the most often bought for our specific target market. The new campaign will present a image of " Fun, Wild Party" and to "Join Life".

The reason why we pick the magazines:

Newsweek & Time :

Most college students subscribe to the magazine, in order to keep up on current events and plus it has a well blend of various articles which appeal to a greater mass audience.

People :

A upper class gossip magazine which appeal to everyone. Plus it is very well-establish.

Seventeen :

According to survey, jolt appeals more to the younger age group of females.

Sport Illustrated:

Most popular among males in our target market.

Media Selection

Rolling Stone :

Is a medium cented around both males and females college age and younger students who are no older than 25 years old.

The Following are Media Objectives and strategies outline our rationale behind our media selections.

1). To create consumer awareness of Jolt cola through metro-area media coverage.

2). To achieve high levels of frequency with young adults 13-25.

MEDIA STRATEGIES

1). Select media vehicles which well deliver our target market most effectively.

2). Use of local independent, television, spot radio, and magazines to effectively reach our target market.

3). Purchase media in pulsing patterns to achieve continuity of message with significant heavy-ups during key selling periods.

SUMMARY

Our group is confident that this is the best one-year advertising campaign and therefore will help sell Jolt cola. We firmly believe that this campaign will create a strong model awareness and a favorable model image among young adults 13-25.

CREATIVE CONCEPTS

Client: Jolt Cola

Title: You Can't Have a Party Without a Jolt

Copy for: TV 30 sec.

Date: May 2, 1988

	VIDEO	AUDIO
1.	Two young people lounging in chairs on the beach. The sky is cloudy and grey.	SFX: seagulls at the beach and waves crashing on the shore
2.	A can of Jolt washes up on the shore. The sky breaks slightly.	SFX: a barely audible voice whispers " Experience the Feeling!" " Experience the Feeling!"
3.	A close up of the boy and girl walking over to the can. They pick it up. She opens it and and takes a drink.	SFX: waves washing up on the shore and seagull noises, the can is cracked open and a gulping noise sounds.
4.	People enter the scene around the boy and girl and a party starts. The skies break and the sun comes out.	SFX: loud music starts, people begin to laugh and talk
5.	People set up volleyball net and more people gather.	SFX: music playing, people laughing and having a good time
6.	Cars pull up to the beach. People run to beach party with Jolt Cola coolers.	SFX: music playing, party noises car doors slamming
7.	Close up of girl setting down Boy walks over to her with a can of Jolt Cola	SFX: music playing, party noises
8.	Extreme close up of girl holding cup and boy pouring Jolt Cola into her glass	SFX: music softer ANNCR VO: You can't have a party without a Jolt. Jolt Cola answers the cry for the taste of the original cola. The cola with zest, the cola with zing. Jolt Cola packs an extra punch of caffeine plus uses pure cane sugar to produce a great tasting cola.
9.	Can of Jolt Cola appears on screen as well as the slogan "Experience the Feeling". Beach party continues in the extreme background	SFX: Party sounds and music far away in background. ANNCR VO: So EXPERIENCE THE FEELING... JOLT

RADIO COMMERCIAL

Voice #1 ***"Jolt present refrigerator boredom."***

Voice #2 ***"Oh man, I finally got out of class. I am exhausted and as thirsty as can be. What do we have to drink?"***

Voice #3 ***"Check in the fridge."***

Voice #2 ***"Alright."***

(Refrigerator doors opens.)

Voice #2 ***"Milk, JOLT? Where did you get this from?"***

Voice #3 ***"I got it down at the party store. It was the cheapest thing on the shelf. You know were in college."***

Voice #2 ***"Ya, I guess I'm going to have to suffer and taste it."***

(Bottle opens and poured into glass.- Music then starts and fades.)

Voice #1 ***"Wow!"***

Voice #2 ***"This is really good, it's about time someone came out with a better tasting soft drink."***

Voice #3 ***"Jolt packs an extra punch of caffeine plus pure cane sugar. When taste becomes a feeling, one cola stands alone. Pick up a Jolt today and experience the feeling. (Pause) Try our new Cherry Jolt coming to a store near you.***

Mary Anne Luisi
2540 Abington Rd.
Akron, Ohio 44313

March 4,1988

Jolt Beverage Company
780 Blossom
Rochester, New York 14610

Dear Jolt Campaign Manager:

Since Jolt Cola is popular among University of Akron students, and we enjoy it so much, it prompted us to choose it for our advertising class project.

We would appreciate any information about Jolt Cola that would help us with our project. We are particularly interested in the following points:

1. how Jolt Cola is distributed
2. it's marketing plan
3. what advertising strategy is used to position Jolt in the soft drink market
4. any other pertinent information relating to Jolt.

In order to compile our information, we would like to receive your response within the next ten days at the most. Thank you for your cooperation.

Sincerely,

Mary Anne Luisi
for the "Jolt Advertising Campaign" at the University of Akron

mal

The Jolt Company, Inc. • 1730 E. Ridge Road • Rochester, New York 14622

Dear Student,

We really appreciate your interest in Jolt® Cola! We have received hundreds of requests for information, from students all over the country. From high school business projects to graduate marketing studies, Jolt® seems to have captured the imagination of a wide variety of future entrepeneurs.

Unfortunatly, the number of requests has necessitated the use of this form letter. We have tried to compile a range of relevant information on our product, in the hope that most requests will be satisfied. If you need more, or a different sort of information, please feel free to call or write our office. We promise to do our best to help you, with the understanding that we are a very small company, and our resources are somewhat limited. For instance, it is against our company policy to release exact sales figures; our status as a private company does not demand that we do so, and our company is so new, it would be hard to draw real conclusions. Suffice to say, our current sales figures are far exceeding the goals we established when we first hit the shelves in April, 1986.

We have enclosed a list of all bottlers and distributors currently engaged in a contractual agreement with The Jolt® Company, Inc., for the bottling, distribution and/or marketing of Jolt® Cola. Jolt is currently available in most of these states and territories, and will be available soon in the remaining areas. For additional information, please feel free to conntact the distributors at the numbers provided.

We wish you all the best with your current project, as well as all your future endeavors, and again, we really appreciate your interest in our new company.

Best Wishes,

Patricia M. Nasell
Consumer Relations
The Jolt® Company, Inc.

The Jolt Company, Inc. • P.O. Box 10265 • Rochester, New York 14610 • (716) 482-4740

JOLT COLA FACT SHEET

CAFFEINE -- SOME COMPARISONS

JOLT COLA: 71.2 mg. per 12 oz. serving
5.9 mg. per fluid ounce

COFFEE: 372 mg. per 12 oz. serving
31 mg. per fluid ounce

TEA: 105.6 mg. per 12 oz. serving
8.8 mg. per fluid ounce

COCOA: 60-65 mg. per 12 oz. serving
5.5 mg. per fluid ounce

CHOCOLATE: 240 mg. per 12 ounces
20 mg. per ounce

HEADACHE TABLETS: 65 mg. per tablet
130 mg. per dose

STAY-AWAKE TABLETS: 100 mg. per tablet
200 mg. dose

DIET CAPSULES: 85 mg. per capsule (average)

(all information submitted by U.S. Food and Drug Administration)

The Food and Drug Administration approves the following proportions of caffeine for soft drinks.

72 mg. per 12 oz. serving
6 mg. per fluid ounce

INGREDIENT STATEMENT:

Carbonated water, sugar, caramel color, phosphoric acid, caffeine, citric acid and natural flavor.

NUTRITIONAL INFORMATION ON JOLT COLA: (Based on 12 oz. cans)

Serving Size	12 fluid oz.	6 fluid oz.
Servings per container	1	2
Calories per serving	170	80
Protein	0	0
Carbohydrate	41.5 grams	20.7 grams
Fat	0	0
Sodium	20 mg.	10 mg.
Potassium	Trace	Trace
Caffeine	71.2 mg.	35.6 mg.

The Jolt Company, Inc. • P.O. Box 10265 • Rochester, New York 14610 • (716) 482-4740

JOLT JUMP STARTS AMERICA

How can you tell when a new soft-drink is a runaway success? When everyone from David Letterman to People Magazine are talking about it, and everyone from Elton John to The Old Cola Drinkers of America are drinking it. JOLT, the cola with "all the sugar and twice the caffeine" is now making cola history in 48 states and Canada.

JOLT Cola is the brain-child of C.J. and Joseph F. Rapp, a father and son success story from Rochester, New York. Fed up with the parade of wimpy tasting colas, the Rapps pooled their 56 collective years of experience, and created a cola that pulls no punches - a cola with natural sugar and a full dose of caffeine (JOLT contains 5.9 milligrams of caffeine per fluid ounce--the F.D.A. maximum of 6.0 milligrams). The JOLT Company assures consumers that the F.D.A. limits on caffeine in soft-drinks are so stringent that even a high-test cola like JOLT has only 1/3 to 1/5 the caffeine of coffee, ounce per ounce (variance is due to coffee brewing methods). As for sugar, The Sugar Association, Inc. notes that the F.D.A. includes sugar on its list of foods "Generally Recognized As Safe".

JOLT has been creating a sensation in scores of new markets across the country. JOLT is currently on the shelves in New York City, Boston, Chicago, Pittsburgh, Denver, Nashville, Miami, San Francisco, and hundreds of other metro areas, in the U.S. and Canada. JOLT Cola is currently negotiating for distribution in the remaining states, as well as many international territories.

Now that JOLT Cola is firmly established in the marketplace, C.J. Rapp and his staff have been thinking up new ways to JOLT America.

ITEM! The newest drink on college campuses everywhere is "The Jumper Cable" - - rum and JOLT Cola! It's a new twist on a college classic!

ITEM! Loyal JOLT fans everywhere have posed the question, "What's next from The JOLT Company?" They have suggested everything from Diet JOLT to JOLT Bubble Gum! Says The JOLT Company, "Wait and see!!"

Now go back and throw away your clothes in your closest. Look out apparel industry, you are in for a JOLT. The company has reached an agreement with Brian P. Hakan and Associates, a Kansas City licensing and marketing firm. Mr. Hakan says, "the ink is hardly dry from signing the papers and we are already being bombarded with companies wanting to utilize the JOLT Logo. Facts are facts, JOLT is hot and people want a piece of their enthusiasm. In just 4 weeks the same number of contracts have been signed. By late spring, JOLT clothes and activewear will emerge from no where and soon be everywhere.

The Jolt Company, Inc. • 1730 E. Ridge Road • Rochester, New York 14622

A letter from the President:

I'm happy for this chance to introduce you to Jolt® Cola--the cola with real sugar and twice the caffeine.

I believe the success of Jolt® is a result of our straight forward and aggressive approach. In a time when consumers want the facts on product ingredients, Jolt® stands boldly and proudly--proud to be the only cola that puts 100% pleasure and homespun quality back into soft drinks. Soft drinks were never intended to be health food, and we refuse to mask our "treat appeal" behind new-fangled corn syrup, and fruit juice additives. Jolt® means back-to-basics--the rich, satisfying ingredients of yester-year, reinforced by an old-fashioned respect for honesty.

Jolt® is an up-and-comer in the tradition of the feisty underdog; we embody the spirit that made American main-stays out of so many small-time products. We are confident that by giving the people the choice they want, we will continue our rise to national popularity and recognition. In today's fickle market, we will always remain loyal to cola tradition, and we'll bet our consumers will be loyal to Jolt®!!

Thanks for your interest in Jolt®--I know that one taste will convince you we are here to stay!!

Best regards,

C. J. Rapp
President
The Jolt® Company, Inc.

CJR:apn

Due to copyright restrictions, eight pages have been removed. They contained various magazine and newspaper articles about the soft-drink and the organization that markets it.

CREATIVE CONCEPT

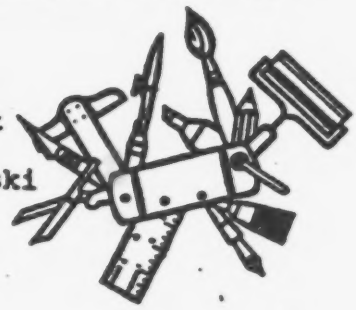
Advertising at its Finest

M. Kostarski
B. Kelly
M. Luisi

T. Casey
D. Hilbert
S. Dunkel

CREATIVE CONCEPT
Advertising at its Finest

T. Casey
D. Hilbert
S. Dunkel
M. Kostarski
B. Kelly
M. Luisi



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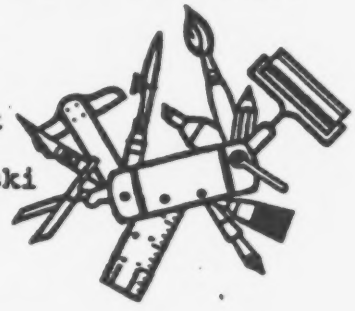

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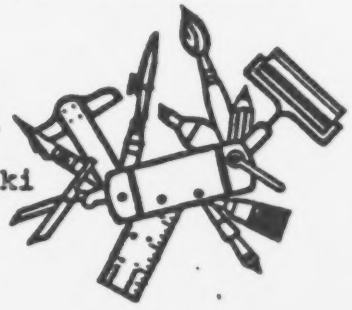

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CREATIVE CONCEPT
Advertising at its Finest

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M. Kostarski
B. Kelly
M. Luisi

THE MENS ROOM
SUMMIT MALL

Jeff Boss- Display and visual

Rhonda Lung- Advertising

Terri Strazinsky- Sales

Renee Pasnessa- Media coordinator

Visual Promotion
May 4, 1988

MALL SURVEY

1. What is your age range?

___ 12-16
___ 17-21
___ 22-26
___ 27-31
___ 32 & over

2. What is your sex? ___male ___ female

3. How far away do you live from this mall?

___ less than 5 minutes
___ 5 to 10 minutes
___ 10 to 15 minutes
___ 15 to 20 minutes
___ 20 minutes or more

4. What days of the week do you like to shop most?

___ Monday
___ Tuesday
___ Wednesday
___ Thursday
___ Friday
___ Saturday
___ Sunday

5. What times of the day do you shop most?

___ 9-12
___ 12-3
___ 3-6
___ 6-9

6. How often do you shop for clothing?

___ once a week
___ once a month
___ once a season
___ only during sales
___ spontaneously

7. You tend to shop for clothing mostly:

___ with friends
___ with parents
___ with spouse
___ alone

8. You shop for clothing mostly in:

___ department stores ___ outlets/warehouses

___ boutiques ___ mail order

9. You like to shop in stores where the sales associates:

___ greet you ___ give you a lot of attention

___ know a lot about fashion and the merchandise in the store. ___ leave you on your own.

10. You tend to buy clothing that is:

___ conservative ___ somewhat fashionable

___ trendy ___ unique

11. What type of clothing do you purchase most often?

___ casual ___ sport

___ professional ___ eveningwear/formal

12. You tend to buy clothing:

___ on impulse ___ only if it is a planned purchase

___ after comparing prices with other stores. ___ only during sales

13. When you shop for clothing, what attracts you most?

___ price ___ label/brand

___ style ___ material

14. You see most of your clothing ads in:

___ newspaper ___ television

___ magazine ___ radio

___ outdoor

TARGET MARKET

-17 to 26 years of age

-Yuppies

-Young men

-Wives, girlfriends, Mothers, and sisters of categories of men

-Upper Northwestern of Ohio

-Main area: Cleveland, Portage, Medina, Wayne, Summit, and a small portion of Stark County

NAME SURVEY

We are looking for a store name that is memorable to a target market of men and women from the ages of 17 to 26. We would carry famous designer menswear and assecories. The store would be located at Summit Mall where it will relace the Merry-Go-Round. Please help in selecting one of our choices or feel free to express your own opinion of a name.

Thank You
Edison Brothers

1. THE MENS ROOM_____
_____

2. THE MENS CLUB_____
_____

3. DESIGNER CLOSET_____
_____

4. YOUR CHOICE_____
_____

Please make commets on any of these choices that you feel is appropriate.

NAME

The name **The Mens Room** was an original idea for an original store. It's different than any other in the young mens clothing industry. It it something that all potential as well as non-potential customers will remember. It is a store that carries only the finest and best quality of designer name young mens clothing and accessories from shoes to sport coats to shorts.

Some may think that the name, **The Mens Room**, has a bathroom connotaion but it is not in any way to be associated to a restroom and we try not to relate the two. The Mens Room is a store where young men can go and get a complete outfit that fits their style. Women can shop **The Mens Room** for gifts of all occasions for their favorite man.

We came about this name thru a survey we conducted at Summit Mall. The survey results that came to us were surprising compared to what we thought they would be. We were planning on using the name The Mens Club but overall the name The Mens Room was more acceptable. The reason were that it was more memorable than the others and with the merchandise that we wre going to handle and especially the clientel it fit the best. We also felt that we could bring the name more recognition and better out look because of our ideas we were going to be using.

SLOGAN

"The Place That's Always In Style"

We chose this because we wanted our customer to know that we would be the store that was always up on the latest fashion statements. But that we would also always have the good old basics, like blue jeans and t-shirts.

COLORS

Grey, Teal, Navy Blue

We decided upon these colors based on the fact that they were all masculine and the color combinations were appealing to the yuppie type young man. We did not want our store to have just a masculine atmosphere because one might tend to think that we were like "Diamonds" and "Richmond Brothers" which are an older mens store.

Teal is known as a yuppies color which we intend to be a large part of our clientele. It is fresh, clean and becoming a more popular color. Thus we thought by adding teal to the basic colors, grey and navy blue, that it would add some WOW! or excitement to the atmosphere of the store.

We werethinking about using forest green but we felt that altough it would still have been a masculine color it did not give our store that special pizzaz that we were looking for in a color. The color forest green also gives the store a dull finished look and also very heavy feeling, thus our lighting cost would have been (tremendously more to be able to obtain the same upbeat atmosphere that we were searching for in our store.

TYPEFACE

THE MENS ROOM

This was chosen because it is a script style and we thought that it would appeal more to young men than any other style. We purposly choose not to use cursive so as not to appeal primarily to women. However, we wanted women to recognize our store because we know thru our survey that most women buy the males clothes or at least have a strong say-so in what they wear.

INSIDE OF STORE

Store Front: We chose a circular shape for the front of our store, not only because it was different than any other store in the mall, but also because we wanted to use "see-through" display windows as our store front.

Glass Block: We wanted to promote a fresh and electrifing but sofisticated atmosphere. Thus we felt that by using glass blocks and stome tile as the major accents of our store we would be able to freely work in all the needed fixtures and products that we need to run a store without them attracting attention from our merchandise.

Grey Tile: The Grey tile meets you like a red carpet rolled out before the front door. The tile walk takes you along a pathway through the merchandise straight to the back of the store. Stopping along the way at the heart of the store, the register, and then trailing off to the left and right tot he edges of the store.

Grey Carpet: The light grey carpet meets the pathway of grey tile and creates four seperate pads within the store. Thus making it easy to divide the merchandise into casual and dressy tops and bottoms with the shoe department inthe the middle at the rear of the store. in between the four dressing rooms.

Fixtures: We decided upon black and chrome fistures to display our merchandise to stick with a masculine image and we felt that this was carried throughout the store with balance and taste. The 3-tier tables in the isles and the black and chrome rounders are matched by the three cresent shapped black leather chairs in the shoe department at the rear of the store.

LOCATION

Our research suggested that the best area to place our store was the Failawn area. Thus we chose Summit Mall as our locattion. This was also supported by survey in that it showed that there was a need for a mens clothing store in the mall. Summit Mall is convenient for Akron shoppers in addition to Cleveland Medina shoppers. It also has a reputation of prestige and class, the image our store will be projecting.

Our store is near the center of the mall across from the Original Cookie Factory and next to D.O.C. and Silvermans.

MERCHANDISE

The Mens Room will carry famous label mens clothing from the following designers:

Polo	Bugle Boy
Liz Claiborne	Rugger - Gant
Guess	
Gennerra	

Basically the merchandise will be in the casual to dressy range, but not formal items like suits and ties. We will carry accessories like belts and shoes

Our merchandise will not be inexpensive but it will be moderatly priced merchandise.

** shown in the slides

EMPLOYEE EXPECTATIONS

Our employees are expected to be representing the same image of which we want our clientel to be. We would prefer to have more women than men employees since a male will probably feel more comfortable having a female help him with his clothes selections than having a male sales associate.

We will be offering our employees a 20% discount along with several sales contests that we willbe running through out the year.

We would like to have :

1 full time manager

1 full time assistant manager

2 part time workers

SERVICES

We will offer Visa and Master Card Services and checks will be accepted with a valid ID and Major Credit Card or Check Guarantee

We will also offer an alteration service which will do small alterations to the clothing that it is sold in our store.

We will also offer a one day hold policy since it has been proven that if a customer does'nt come back for merchandise with in the same day then 9 our of 10 customers won't return at all.

COMPETITION

Only Richmond Brotheres and Phillips are on the same level as we are as far as small mens clothing stores. However, they focus more on the area of dressy and casual mens clothing, where we focus more on clothing for the young man. (the 18-24 year olds)

O'Neil's adn Highbees will be a small scale competition but since we willcarry many more popular labels than they do since they are a department store and not a specialty store aswe are.

STORE SERVICES

Our store will carry services that include alterations and layaway. We will accept the major credit cards- Mastercard, Visa, American Express and Discover in addition to personal checks accompanied by a major credit card and a valid driver license or some sort of picture identification.

Alteration prices will vary according to the services that we will perform. On the average $10.00 for pants and shirts, and then $20.00 for jackets.

Our layaway policy will be 20% down and the clothes must be out within a two month period. During that time they must put down a minimun of 10% more on the balance to keep the clothes in layaway. Also a $2.00 layaway fee will be charged, If the customer decides he or she dosen't want the clothes they have 30 days to receive full refund with proof of purchase. After that time they will be issued a merchandise refund.

CALENDAR
CONTESTS-SALES

June 1-June 9 : GRAND OPENING SALE !!!

The Men's Room will have just opened and there will be a coupon in the newspaper ad which will run thursday, May 26; sunday, May 29; wednesday, June 1; and sunday, June 5. The coupon will be for 20% off the customer's total purchase. There will be a space on the coupon to fill out the customer's name and address to be on a mailing list. This coupon will attract new customers and at least get them into the store. The coupon will help the staff at The Men's Room assess how the coupon and the ad worked to attract customers and the range of people who would come to the store-where they live,etc...

June 14 (Flag day): The staff at The Men's Room considers themselves to be very American and traditional and as a special promotion will give away a free pair of socks with each purchase of red or blue clothing. This is a one day sale only. The socks are an $8.00 value.

June 17-June 19 : FATHER'S DAY SALE !!!

25% of on all dress shirts and ties. Customers can enter Dad for a free $50.00 gift certificate towards any merchandise at The Men's Room. There will be a contest box at the register where you can fill out entry blanks. Entry blanks will also be stuffed into shopper's bags during this special promotion.

June 30-July 4 : FOURTH OF JULY SALE !!!

This will be a five day sale only; a weekend sale-thursday through monday. The sale will be buy three items and get the fourth free. The fourth item must be of equal or less value.

July 27-July 30 : SUMMER CLEARANCE SALE !!! (RED LETTER DAYS)

Take an additional 20% off all of the already reduced merchandise. There will be six fixtures with clearance merchandise at the front left of the store.

August 8-August 10:BACK TO SCHOOL / FALL PREVIEW SALE !!!

When you purchase 2 items at regular price, the 3rd item will be ½ price. The third item will have to be of equal value or less. Hopefully, this sale will increase traffic in our store during a very important time for most clothing retailers. We will have in stock most of our new fall merchandise.

August 25-August 29 : LAST CHANCE FOR SUMMER PANTS-SALE !!!

All of the summer merchandise mostly shorts and dress pants will be 50% off. There will be a few other selected items on the sale that the employees will be encouraged to sell. Within the store, there will be a staff contest where the employees will keep track of their own personal selling and each multiple item salescheck will be tabulated with the winner enjoying a free pizza dinner for two at a nearby restaurant.

Before each sale there will be either a flyer sent out to potential customers from the mailing list or/and an ad placed in the local newspaper. The people on the mailing list will also receive bonus coupons and sneak opportunities to purchase merchandise at a reduced price.

SALES CONTEST

To increase sales and reward our hard working sales associates, we will be holding a contest among our employees. It will be an individual contest and there will be no competition among each other.

The prize will be money given in the form of "in store" dollars. Which must be spent in the store and before two months after they received the money.

The amount of enteries are based on the amount of sales each indiviual receives during the period of one day if that sales associate is working. If his or her sales are as follows:

$100.00=one entry

$250.00=two entries

$500.00=three entries

$750.00=four entries

$1000.00=one entry plus automatically $50.00 of in the store money to spend.

One winner will be chosen every week as long as the contest is running. The contest dates are August 1 thru the 29. We will draw one name from all the entries and that sales associate will receives the prize "in store" money.

TELEVISION ADVERTISING

Our television commerical will be trying to get people to notice us thru the connotation of our store name to the rest-room. This may seem risky to use this comparison but we feel will risk it for the first advertisment and if it works keep it. Ww feel that it may stay memorable in peoles mind if we use it but not over use it and eventually once they see and hear the ad they'll see the store and name in a matter of clothing and accessories instead of the restroom scene.

The two ladies we used in our ad represent a majority of our target market which we determined from our survey. We will felt it would be appropriate because women have a big say in mens clothing and also don't relate to mens restroom as much as men would.

We will run the ad at various times thru out the day and evening. In the morning, we won't have any ads because we felt it was a waste of time and money. We will run one ad between the hours of 3-4 PM, which is the soap opera hours and it will effect our high school clientel. Next we will run one ad between 5-6PM, which will effect the business men and women and also the "sit-down-meal" family clientel. Latsly, we will run one between the time slot of 7-11 PM, which will cover the rest of our clientel. These ads will run on Monday, Wednesday, and Friday for the first week of our grand opening. After that once every week on Thursday and Saturdays around 8-11 PM.

VIDEO	AUDIO
Open on the scene of a mall where two lady friends run into each other.	**SUE:** Hi Mary, you seem to look kind of lost.
Focus on blonde lady then quickly onto brunette lady. Also concentrate on her confused face.	**MARY:** Oh, hi Sue, I have been shopping at very mall in the Akron area and I can't find anything for Micheal to wear.
Move in slowly on the two ladies talking in the center of the mall.	**SUE:** Did you try "The Mens Room" yet?
Flash camera to brunette than back to blonde lady real quick.	**MARY:** Sue!!, what in the world have you been on lately??
Move in on blonde lady	**SUE:** No Mary, it's the new mens clothing store in here at Summit Mall that carries high quality menswear.
Pull back to show both blonde and brunette ladies.	**MARY:** Hey, that sounds like Micheals' kind of place but what about accessories.
Show both still talking.	**SUE:** They carry everything from hats to shoes in famous brand names like Claiborne, Ralph lauren's Polo, Rugger, and others.
Focus on brunette lady only.	**MARY:** WOW! That's great to finally have a mens store in Summit Mall.
Show store name and slogan with blonde lady talking in background about the store.	**SUE:** Come to Summit Mall and check out The Mens Room, the place that's always in style. For every fashion need and want in a man.

RADIO ADVERTISING

We decided to do radio advertising as one of our main source of advertising. We will be running our 30 second ad for a total of one week before the grand opening. It will run on Monday thru Friday once in the AM drive time space and twice in the PM drive time space. Once our store has opened, forthe first two weeks we will run ads in the AM drive time (6-10 AM), twice in the PM drive (3-7 PM), once in the Day time (10AM-3PM), and once in the evening time (7PM-12 midnight).

After those first weeks, we will make ads up that will tie in with all of our sales and special events that we will be running thru out the season.

RADIO AD

Women #1: Like Hi, Bethany.

Women #2: Well, if it isn't the "professional mall shopper".

Women #1: No, this time I'm shopping for William here. I need to find him some totally awesome new clothes. His old wardrobe is like just not to be seen.

Women #2: Well, have you taken him to The Mens Room yet?

Women #1: Like, Oh my God!, Bethany. He's a big boy now.

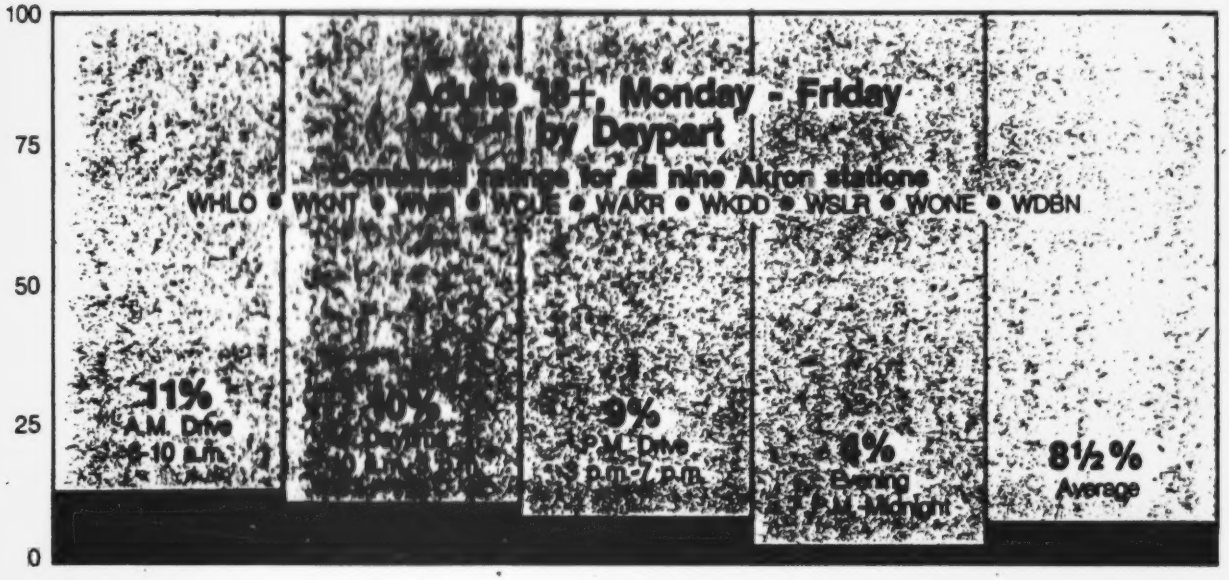
Women #2: No I mean The Mens Room, the place thats always in style. It's the hottest new young mens clothing store in the whole Akron area. They carry all the famous designer fashions at prices that aren't out of this world. And it's located right in the center of Summit Mall.

Women #1: Wow, thanks Bethany you've been a big help after all.

Male Voice: The Mens Room, the place thats always in style. Located at Summit Mall in the center of the Mall. Right across from the Original Cookie Factory and next to D.C.C.. The Mens Room come and check us out for your mens fashion needs and wants. Opened seven days a week from 10:00 until 9:00 and Sundays from 11:00 until 5:00.

Akron Listening Audience is Small

Total one-quarter hour listening audience of all nine Akron stations combined.



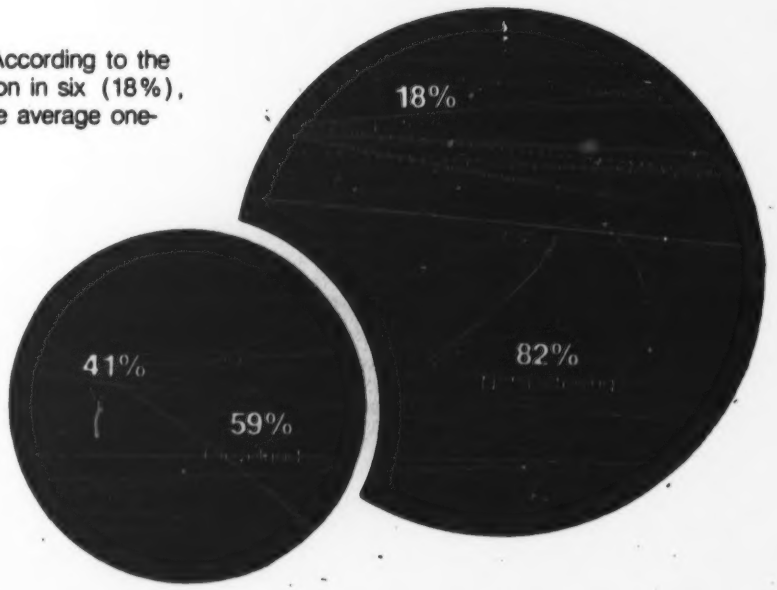
Q. Why is Akron's radio audience so small?

A. Three very important reasons:

1. Average one-quarter listening is low. According to the Radio Advertising Bureau, only one person in six (18%), is listening to any radio station during the average one-quarter hour.

2. There are 63 radio stations that can be heard in our market. Each of these stations are trying to reach that one person in six who is listening. So the average one-quarter hour rating of any one station is extremely low.

3. Akron listeners prefer the Cleveland stations. Six out of 10 of Akron's adult listeners are tuned to the Cleveland stations.



In the battle for ratings, the Cleveland stations have successfully pulled Akron listeners away from Akron stations.

Akron Radio: Ratings And Costs

A rating point is one percent of the total market reached by a medium. This may be expressed as households or individuals. A rating of 1.61 would mean 1.61 percent of the people in the market were tuned in to the station during the average one-quarter hour.

Average Rating is Low

The percent of adults listening to any Akron radio station during the average one-quarter hour is low. Below are the average weekly ratings and ratings for specific day parts for Akron radio stations.

Average Cost 30 Second Spot

Listed below are the estimated average prices charged by Akron radio stations for advertising on their stations.

Monday - Sunday 6 A.M.-Midnight

Average Rating	Average Cost Per Spot
1.61% Top 3 Akron Stations	**$56** Per Spot
.57% Remaining 6 Akron Stations	**$26** Per Spot
1.01% Average Spot in Akron	**$35** Per Spot

A.M. Drive / 6 A.M.-10 A.M. Monday - Friday

Average Rating	Average Cost Per Spot
2.3 % Top 3 Akron Stations	**$71** Per Spot
.67% Remaining 6 Akron Stations	**$21** Per Spot
1.22% Average Spot in Akron	**$38** Per Spot

P.M. Drive / 3-7 P.M. Monday - Friday

Average Rating	Average Cost Per Spot
1.25% Top 3 Akron Stations	**$52** Per Spot
.67% Remaining 6 Akron Stations	**$28** Per Spot
1.00% Average Spot in Akron	**$41** Per Spot

Daytime / 10 A.M.-3 P.M.

Average Rating	Average Cost Per Spot
2.00% Top 3 Akron Stations	**$54** Per Spot
.67% Remaining 6 Akron Stations	**$18** Per Spot
1.11% Average Spot in Akron	**$30** Per Spot

Evening / 7 P.M.-Midnight

Average Rating	Average Cost Per Spot
.67% Top 3 Akron Stations	**$42** Per Spot
.28% Remaining 6 Akron Stations	**$14** Per Spot
.48% Average Spot in Akron	**$23** Per Spot

Beacon Journal Estimates From: Media Market Guide 1986
Media Dynamics, Inc. 1985
Radio Advertising Bureau

MAGAZINE ADVERTISING

Our main magazine that we will be advertising in is The Summit magazine.. It is primarily for Summit Mall retailers and other store owners and it covers the whole Summit and other surrounding areas that are included in our clientel..

We also will be running our ad in the Northeast Ohio Live magazine which will also cover the Summit area and a whole lot more of the Akron and Cleveland area.

The ads that we will run will have pictures of men only and some with men and women where the men are wearing our clothing. Some of the ads will just be clothing such as shirts, pants, shoes, and other sportswear.

These ads will represent our projected clientel, young males and their "girl" friends. We will have our name and slogan at the top of the ad and then at the bottom the location of where the store can be found.

We will be expressing in our ads the image that a guy dosen't have to where what everyone else does just to fit in. We'll get our target market to beleive that every man has a different style, taste, favorite colors, and also "girl" friends to impress.

NEWSPAPER ADVERTISING

The newspaper ad will be running Thursday May 26, Sunday May 29, Wednesday June 1, and Sunday June 5 for our grand opening sale. A coupon requesting the person name and address will draw people into our newly opened store in addition to providing us with a supplementary mailing list. Our beginning mailing list was obtained from our survey we conducted in addition to information provided by a local mediun and Summit Malls researching staff.

The ad size as it will run in the Akron Beacon Journal and Cleveland Plain Dealer will be 6.5 inches by 5.5 inches square. The ad states a grand opening sale with a 20% off coupon, an incentive to draw prospective customers into our store. The ad also states several examples of the famous lines of clothing we will be carry, our store logo and slogan. There will be a front store sign stating grand opening sale- 20% discount. A mailing list sign up sheet will be provided at the store for customers who at the store wish to keep up-to-date with the stores special events and sales.

After our grand opening sale is over we will be running consecutive ads thru out the season advertising our various sales and clearances that we will be having at that time.

Net Unduplicated Audience

These figures represent the reach or number of different adults exposed at least once to an ad appearing in both a daily and a Sunday Beacon Journal. The population base includes all adults 18 years of age and older in the Akron MSA (Metropolitan Statistical Area - Summit and Portage counties).

The figures listed are the total number of adults in the demographic group of interest, the absolute number of different adults exposed at least once to the schedule and the corresponding percentage of the demographic group reached.

Example: If you ran a schedule which included one daily and one Sunday ad in The Beacon Journal, 390,000 different adults would be exposed to at least one of those issues — 81% of the total adult population in the MSA.

Demographic Group	Total Number in MSA	Net Unduplicated Audience Reach	% Reach of Demographic Group
SEX/RACE			
Total Adults	483,000	390,000	81%
Total Males	226,000	183,000	81%
Total Females	257,000	207,000	80%
White	436,000	349,000	80%
Black	43,000	39,000	90%
Other Race*	4,000	—	—
AGE			
18-24	83,000	65,000	78%
25-34	115,000	90,000	78%
35-44	86,000	67,000	78%
45-54	67,000	56,000	84%
55-64	65,000	53,000	82%
65 +	67,000	59,000	88%
EDUCATION			
Post Graduate	49,000	38,000	78%
College Graduate	66,000	54,000	82%
Some College	98,000	78,000	80%
H. S./Technical Graduate	204,000	168,000	82%
Less than High School	66,000	52,000	79%
OCCUPATION			
Total Employed	302,000	239,000	79%
Professional/Managerial	85,000	68,000	80%
Technical/Sales/Clerical	88,000	74,000	84%
Service	39,000	31,000	79%
Craftsman	35,000	26,000	74%
Farming*	2,000	—	—
Operator/Laborer	53,000	39,000	74%
HOUSEHOLD INCOME			
$50,000 +	57,000	46,000	81%
$35,000 - $49,999	118,000	99,000	84%
$25,000 - $34,999	96,000	76,000	79%
$20,000 - $24,999	44,000	37,000	84%
$15,000 - $19,999	47,000	38,000	81%
$10,000 - $14,999	55,000	46,000	84%
Under $10,000	66,000	48,000	73%

* No estimates are given due to extremely small base

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25 Reasons Why Advertising And Newspapers Remain An Unbeatable Combination:

1. Newspapers, with a single issue, will reach the majority of all the people who will buy your advertised merchandise during the year.
2. Newspaper ads are read by those most likely to buy.
3. Our medium fits your message. Newspapers offer a complete range of ad sizes, from one column to an eye-filling insert. Choose the dimension that best complements your merchandise.
4. Your customers regularly read the daily newspaper for buying information about your products, and those of your competitors.
5. You can get your message into the newspaper quickly giving you the opportunity to promote last-minute sales and late-breaking trends.
6. The daily newspaper can be read at the customer's convenience, 24 hours a day.
7. You can use color in ROP and inserts to enhance the appeal of your product.
8. Customers look forward to the daily newspaper, and they pay each day to get the information it contains.
9. Newspapers regularly run themed editorial sections, pages and columns. You can use this editorial environment to focus interest on your ad.
10. You can use the daily newspaper to project a strong fashion image for apparel and home goods because newspapers regularly feature fashion editorial coverage.
11. Readers believe the advertising in newspapers, more so than in any other medium.
12. In the daily newspaper, your ad message is reaching customers every day.
13. Your newspaper ads can be a strong extension of your in-store style, substance and individuality.
14. Newspapers provide frequency and reach–staying in touch with the "Thin Market" for a particular merchandise classification when the reader is ready to buy.
15. In newspaper ads you can feature a single item or department, or you can give readers a complete overview of your store, depending on your strategy for a particular day, week or month.
16. Newspaper inserts have a long home-life, extending the potential reach of your ad message.
17. Newspaper ads give you many creative choices: photography or illustration, sale copy or fashion copy, rotogravure, offset or letter-press.
18. Newspaper co-op programs provide you with valuable vendor support, giving you maximum exposure at a lower cost.
19. Newspapers give you instant access to the best prospects in your market: those with higher incomes, the better educated, those in influential positions.
20. You can zero in on special targets by zip code and by region, and you can use selective market coverage to suit your needs.
21. Newspaper ads inform, inspire, explain, educate, attract and sell.
22. You can reinforce your newspaper advertising with reprints and tear-sheets of the ads at the point of sale, where the goods are displayed and throughout the store.
23. You can use newspapers to show merchandise assortments, dramatize fashion, reinforce the basics and build store traffic for special sales.
24. You can sell merchandise and service and people and brands and everything in and about your store every day in the daily newspaper.
25. And the daily newspaper delivers all this at a competitive cost all day every day where you want it, on the day you want it.

OUTDOOR ADVERTISING

We decided to use transit advertising as one of our methods of advertising. We chose this because a lot of people who come to Summit Mall ride the transit bus. Also there are two main routes that we will concentrate our advertising on they are the Fairlawn and Downtown Akron and Akron University route.

We will run the ad for one month total in the beginning. It will run the first two weeks before we open and two weeks after were opened. This will help support our grand opening and get the store known before and after it opens to part of our target market.

RETAIL TERMS

Here are a few terms that will be using a lot of in our store. Most people don't know these retail terms so we've made a list of the most important:

SIZING	Method of organizing or grouping merchandise for selling by size. Merchandise that is sized is often separated by plastic rings indicating the size.
COLORIZING	Displaying merchandise grouped by color according to a color chart which tells in what order the merchandise should be organized. Coloring is done left to right.
FACE OUTS	A technique of displaying merchandise so that the front of the garment faces out from the wall.
SKN NUMBER	Another term for a merchandising number which appears on most merchandise tickets. This must be entered into the register whenever merchandise is sold so that we can determine what is selling.
CLASS	All merchandise of a given type or use regardless of style, size, color, model, or price. (I.E. men's dress shirt). The class number is found on the merchandise ticket.
VENDOR	An individual firm or corporation from whom purchases are made. The vendor name or brand will usually be found on a label inside the garment. The vendor number is found on the merchandise ticket.
STYLE	A particular design of a piece of merchandise which is indentified by a style number on the merchandise ticket.

MORE RETAIL TERMS

SEASON LETTER	A letter found on the merchandise ticket indicating the age of the merchandise-when it arrived in the store.
ROUNDER	A round fixture with a glass top for holding merchandise.
TRIPLE TIER	A 3-tiered fixture for the display of merchandise is generallly not housed on the bottom shelf or stand of the fixture.
SIGNHOLDERS	Two types of signholders can be used in a store. The flat bottom signholder used to set on top of a rounder and the type of signholder used to attach to a fixture like at T-stand or 4-way.
SIZER	Plastic rings(The size of a dime) that fit around the neck of a hanger to indicate the size of the garment to make it easy for the customer to find tha size they are looking for.

"SWEET DREAMS"

Name store: Sweet Dreams
Location: Summit Mall
Opening: June 2, 1988
Calendar: June 1 true Sep. 15
Slogan: Special and Daring
Trademark:

Johanna Bufton

Carolyn Ehrbar

Lynn McDermott

Michele Longville

Sweet Dreams

Welcome to Sweet Dreams. As part owner of Sweet Dreams, I'd like to tell you a little about our store. Our store name was chosen after our group took a survey of shoppers at Summit Mall, where we had planned to open our store. When the survey was finished and tabulated, we had realized that many shoppers felt the need for a lingerie store. On our survey we also included possible names for a lingerie store, Sweet Dreams ranked number one of all responses. Our group also agreed on the name because we thought that many people will think of sleep and femininity. On our survey we also had a blank space for the colors that potential shoppers associate with a lingerie store and, the overwhelming response was pastels. We decided to use the colors white, mauve and off-white. These colors stay with our overall concept of "femininity".

Now I would like to explain our store. Our store is located in Summit Mall. We have replaced MERRY-GO-ROUND, which is just a few stores from the mall's center. We think that this location will prove to be a good spot for our store, because mall traffic is heavy in this area, and it is on the way to O'Neil's, one of the two department stores in the mall. Our store is rectangular in shape and has two large display windows and a large door, which gives a clear view of the entire store,

and it's merchandise. As stated previously, the colors that we used in our store were, white, mauve and off-white. These colors represent femininity and class. These are our main two items that will differentiate us from our competition. When my co-workers and I decided to open a lingerie store, the first step we took was to look at the competition and see what they were doing and then go from there. I would now like to describe for you what new ideas we have come up with, that we feel will give us the edge over our competition, O'Neil's and Higbee's. The first thing that we have that neither O'Neil's nor Higbee's have, is privacy. Privacy is one of the most important things in a lingerie store. At Sweet Dreams we offer individual dressing rooms. Each dressing room is closed off by mauve satin and off-white lace curtains. We think that these curtains are feminine and also classy, and extremely private. The next thing that will definitely separate Sweet Dreams from the competition, is our Expresso Bar. Our Expresso bar will include expresso, danishes, coffee and juice. This is a help yourself type bar that we hope will appeal to our customers so much that they will become regular patrons of our store. At Sweet Dreams, we feel that even the slightest bit effort to make our customers feel at ease with this merchandise, will keep them coming back for more.

At Sweet Dreams we carry many different types of lingerie and sleepwear. We have four departments in our store. Our first department is our "After Hours". After Hours will include such items as teddies, slinky night-gowns and robes. Our next department, is our "Ladies'N' Lace".

Ladies'n' lace is the section of the store that will have the essentials every woman needs, bras, slips and panties. These items will be neatly displayed in a dresser. This extra touch adds class to a product that is otherwise ignored. "Lullaby Land" is our third section of Sweet Dreams. This department carries the "not-so-daring" items of the store, such as flannel pajamas, slippers and long robes. Our last section is our " All Male Review". This department is for the woman in the store who finds something for herself and now is thinking of her guy. This part of the store will have men's underwear, t-shirts and some other miscellaneous items.

In our store, we have two large windows, one of which is by our cash register and is of no real value as a display window. We have decided to take advantage of our other window, and use it to the best of our ability. The displays will change periodically, and reflect any promotional ideas at that time.

The last thing I would like to discuss about our store is our Point-Of-Purchase. Our Point-of-Purchase will change periodically, just like the displays. We think that potpourri items such as potpouuri filled baskets, pillows sachets and other small inexpensive items will be a real plus for our sales. We plan to put our Point-of-Purchase on or near our cash register. If we display inexpensive items near the register, we think that this will promote impulse buying.

SURVEY SUMMIT MALL

The survey chosen by us was a multiple-choice questionnaire with a few open ended questions in there. We surveyed ± 100 shoppers of Summit Mall.

RESULTS OF THE SURVEY

1. The name overall preferred by the shoppers was Sweet Dreams with 41.4% The next runner up was The Personal Touch with 24.1%

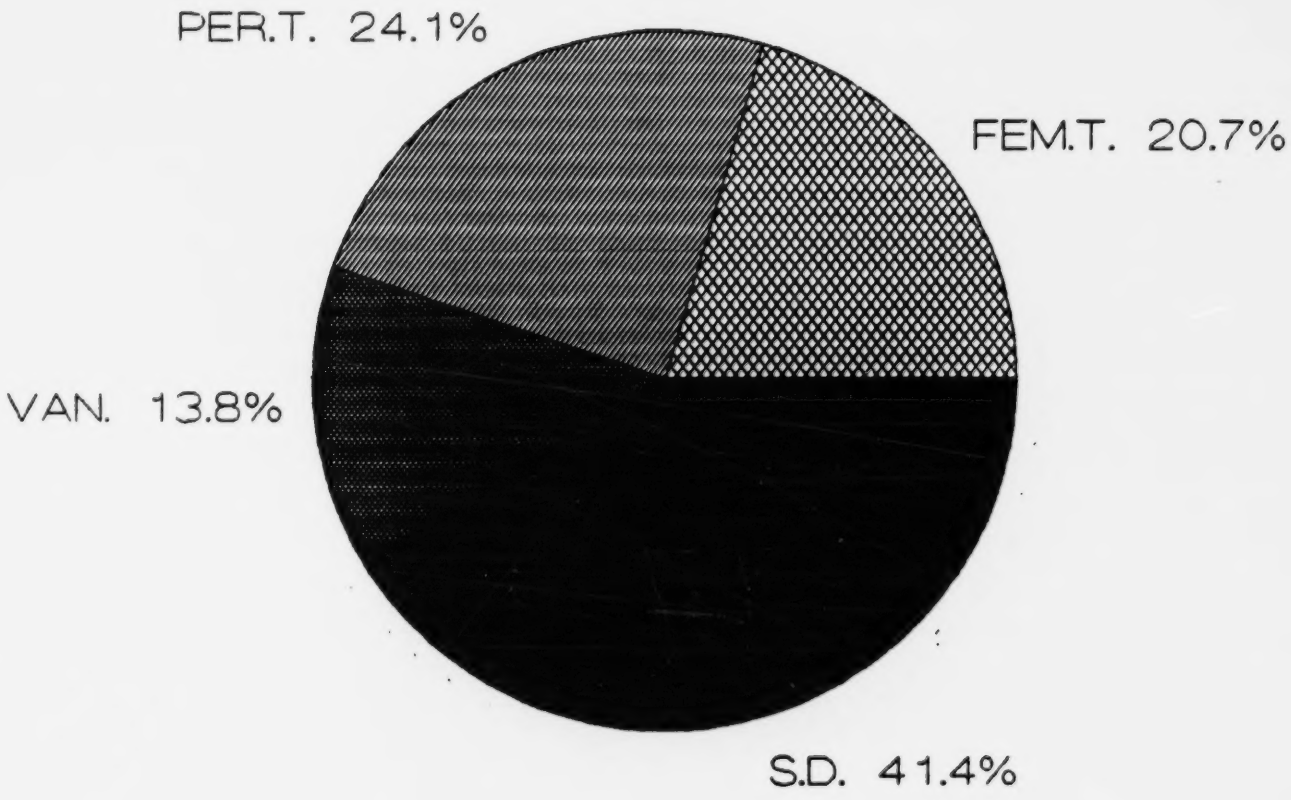
2. Our major competitors will be the department stores O'Niels and Higbee's.

3. Our target audience will be women between the ages of 25 and 40 years old. This group seems the most interested in intimate apparel and have the financial means to satisfy this need.

WHO IS THE COMPETITION?
Where is most lingerie purchased?

WHAT NAME TO USE?

(Survey Summit Mall)



SURVEY SUMMIT MALL, APRIL, 1988
(WOMEN'S LINGERIE STORE)

1) AGE GROUP

A. 18-24 ☐ B. 25-34 ☐ C. 36+ ☐

2) IN WHICH STORE DO YOU PURCHASE YOUR LINGERIE ARTICLES?

_____

3) HOW OFTEN DO YOU PURCHASE LINGERIE ARTICLES?

A. ONES A WEEK ☐ C. ONES EVERY SIX MONTHS ☐
B. ONES EVERY MONTH ☐ D. ONES A YEAR ☐

4) WHAT COLOR DO YOU ASSOCIATE WITH A LINGERIE STORE

_____

5) WHAT NAME DO YOU THINK IS MOST SUITABLE FOR A LINGERIE STORE

A. SWEET DREAMS ☐ C. THE PERSONAL TOUCH ☐
B. VANITY ☐ D. THE FEMININE TOUCH ☐

• LINGERIE (WOMEN'S UNDERWEAR,SLEEPWEAR AND ACCESSORIES.)

OPPORTUNITIES

O'Neils and Higbee's in Summit Mall both have in the past tree years expanded their lingerie department. O'Neils went from a small lingerie department on the main floor to a large area on the second floor. Both stores seem to see the growing need for intimate apparel. The major problem for these department stores is that they can't provided that intimate, private feeling what would be a great advantage considering the merchandise. Another problem is that personnel in department stores are moved around from one department to another and are not always as knowledgeable as would be desired.

We think that a specialized intimate apparel store would be a great success in Summit Mall. We think that by providing that special intimate and private feeling we can take some market share away from the department stores. We will have knowledgeable and experienced personnel that will try to satisfy all our customers wishes and needs. Our store is designed to give a feminine feeling and to make every one feel welcome. We have designed a coffee bar for those customers who like to rest their feet a bit or just want to discuss some their lingerie needs. The soft colors are mend to give a soft, warm and welcome feeling.

MEDIA OBJECTIVES

1. Communicate true local mass media our store name, slogan and trade mark.
2. Try to reach our primary target audience, women between the ages of 25 and 40 years old on a regular basis.
3. Try to evaluate our mailing list true the meens of coupons.

MEDIA PLAN

1. To schedule a newspaper advertising of 1/4 page in the Beacon Journal on the following dates

   June 6, 1988 "OPENING"

   July 1, 1988 "INDEPENDENCE DAY"

   Sep. 2, 1988 "LLABOR DAY SALE"
2. To schedule direct mailers to be mailed out to zip codes 44303 44310, 44313, and 44210 on the following dates;

   May 31, 1988 "OPENINGS MAILER"

   Aug 11, 1988 "SUMMER SALE"
3. Have a radio commercial played the week proior to fathers day on radio WONE. We will purchase their "week 18x plan".

   4x am drive

   5x day time

   5x pm drive

   4x ev/wke
4. Have a magazine advertising in the sunday Beacon Yournal magazine the sunday during our independence day sale.

RADIO COMMERCIAL

Hi Sue! What are you shopping for today?

Well Mary I was just thinking about Father's Day. It's coming up soon you know, and I haven't found anything for the kids to give their Father. Any suggestions?

Sue, let the kids take care of Father's day and you worry about father's night.

What do you mean?

Haven't you heard about that new store "Sweet Dreams" that just opened up?

No, I haven't

Well let's go see it, you will love it. They have everything from sexy nightware to flannels. I buy all of my essentials from "Sweet Dreams". And the atmosphere is so friendly. It is a dream come true.

Stop into "Sweet Dreams" in Summit Mall and check out our brand names such as: Vandemere, Antron III, Beth Michaels, Body Lites, and Sheer Caress.

So this Father's Day don't forget "Sweet Dreams" located in Summit Mall and entice your man with something special and daring. Make this Father's day one he will never forget.

FOR THE INDEPENDENT WOMEN

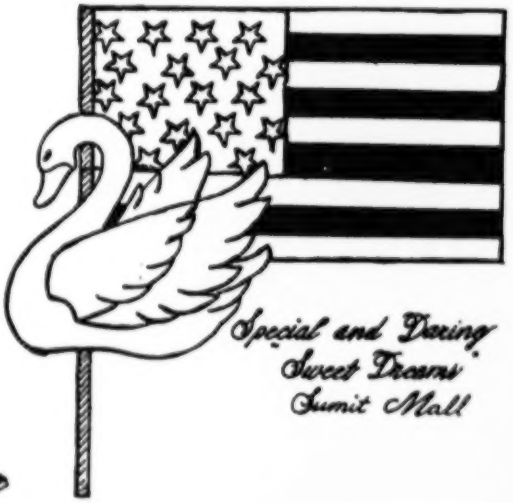
4th OF JULY SALE

20% OFF

Save 20% on all stockings, bra's and panties in stock during our 4 of July sale.

"SWEET DREAMS"

The store for the independent women who wants something different, something special, something daring. Sweat dreams the store for all your intimate apparel. Come see us soon.



Special and Daring
Sweet Dreams
Sumit Mall

Grand Opening
You're Invited to..
Sweet Dreams

GRAND OPENING THURSDAY JUNE 2, 10 A.M.

" Sweet Dreams "

The store for all your intimate apparel.
Free potpourri gift for all customers on June 2, 3, 4 and 5. (one per customer)

Come help us celebrate our grand opening
A gift certificate of $100.00 is waiting for customer number 50, 100 and 150.
(redemable only at SWEET DREAMS.)

Special and Daring
Sweet Dreams

Grand Opening

Visit our dream world of lingerie and sleepwear during our Grand Opening Celebration. Receive FREE POTPOURRI with every purchase!!! Also you can win $100.00 worth of merchandise just by being our 50th 100th or 150th customer on June 3, 4, and 5, 1988!

Looking forward to serving you!!!

Special and Daring
Sweet Dreams
Summit Mall

Great Savings

on

Lingerie and Sleepwear

Now is the time to save on all our special and daring apparel. Bring this coupon to *Sweet Dreams* Summit Mall and receive 25% off ANY purchase totaling $10.00 or more.

Special and Daring
Sweet Dreams
Summit Mall

store coupon expires aug. 30,1988

Name.....
Address.....
City.....zip.....

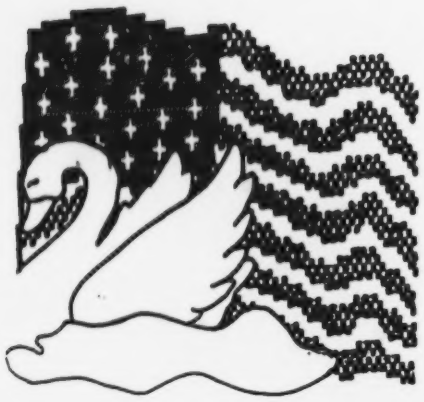
25% off any purchases of $10 or more

Special and Daring Sweet Dreams

Sweet dreams the store for all your intimate apparel.

Let all your fantasies begin with

Sweet Dreams



For the Independent Woman

You're an independent woman.
You still blush when a man
says you're pretty.

You don't worry about getting old.
You're not afraid to be different.
You don't wear underwear.
You wear *Sweet Dreams* apparel.

Save 20% on all our stockings, bras and panties during our Independence Day Sale.

Sale begins July 1st and ends July 6th.

Come in and Save!!

Special and Daring

Summit Mall

ERIC Clearinghouse for Junior Colleges
SEP 30 1988